

***Business Name Signboards in the Area of Bang Lamphu: Analysis of a Linguistic Landscape***

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**Abstract**

Business name signboards can shape the linguistic landscape of a business area and can create its identity. This study aims at analyzing distinctive features of the business name signboards in Bang Lamphu area by adopting Thom Huebner's (2009) framework. It is found that, in terms of language, Thai business names outnumber others with the amount of 138 names in total. Others include Thai-China names (96 names) and mixed (74 names) respectively. In terms of the alphabets used on the signboards, the most used are Thai (147 signboards), Thai - China (102 signboards) and Thai (59 signboards) respectively. Based on the analysis of components of the signboards, the linguistic landscape of Bang Lamphu can be concluded as follows. First, Bang Lamphu can be construed of signboards demonstrating the preservation of Thai conventions. Next, Bang Lamphu is an area involved with globalization effects. Moreover, Bang Lamphu is an area for those belonging to different groups and income levels.

Keywords: Business Name Signboards, Bang Lamphu, Linguistic Landscape

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## Introduction

Signs have been around since the days of ancient Mesopotamia and Egypt's, 3000 years BC, people started using signs to show the importance of places (J. Abbott 1994 cited in Supiti Janprasit 2000: 1) Suwrungrong Thongkum (2007: 105) says, "the label is very important because it shows the parties and the nature of the business", the signage that is intended to attract the attention of people passing by. So to write the name of the shops, type of business, product name or message relating to the things (Eng Arun University 1998: 3), also based on the landscape of Linguistics (Linguistic Landscape) (LL), a language which is displayed in signage is a key component of identity and meaning to different areas, the concept of landscape-oriented Linguistics (linguistic Landscape LL) is a linguistic concepts that focus the relationship between language and the various conditions, environmental, physical, linguistic landscapes that form the language or appear in different places. This plays a role in shaping the landscape or causing characteristics of the other, as Landry and Bourhis (cited in Florian Coulmas 2009: 15) states that "street signs, public billboards, street names, place names, sign shops, and public signs in government buildings, an element that is a form of landscape, the language clearly ", is important as showing the landscape and language of the community, the identity of each district trade shows the relationship with the environment.

The research suggests that the business names signboards in the area of Bang Lamphu looks interesting and indicative of the community that there are ways of living, social, contextual environment, therefore, worthy to be studied thoroughly and profound. Analysis suggests the following systems, using the concept of landscape-oriented language (linguistic Landscape LL), which an analysis of the language in the public areas as an indication or cultural characteristics of the communities in which it appears and is creating a hallmark of the community or local area.

In this study, the researchers introduced the concept of Thom Huebner 2009, which was revised application framework for the study of the ethnography of communication (Ethnography of Communication), Dell Hymes, 1974 was used to analyze the composition and characteristics of the signs.

The researchers chose to study in the area of Bang Lamphu, which is the commercial importance, which is the commercial hub former glory and is the oldest community one community in Bangkok, in the heart of Rattanakosin, a fascinating (Atthama Sokapanichwong 2001: 41-43; Wimonsiri Hemthanon 2003: 5) manner as described above, this area of Bang Lamphu area is attractive, the research aims to study business name signboards in the area Bang Lamphu, to answer the research question that features of business names signboards in the commercial district on the concept of linguistic landscape elements and how it affects the landscape of the Bang Lamphu area.

Researchers expect the business names signboards in this research will be useful to study the language and culture of Thailand and to study the language in the city (Metro Linguistics) and a new way of analyzing linguistic Thailand and linguistic concepts the landscape of Linguistics (linguistic Landscape) next.

## **The purpose of the research**

Analyze the characteristics of business names signboards in the area of Bang Lamphu: along linguistic landscape (Linguistic Landscape LL).

## **Method**

Details on how to do the research

1) Literature review, including the concept of linguistic landscape (Linguistic Landscape LL) and various related research.

2) Data collection

In this study, the researchers collected data both nonverbal name / text on business names signboards in the commercial district and is nonverbal, font color, highlighting, highlighting letters, symbols, pictures, posters and so on, the researchers will collect data, collect field data, note the name and photograph of the trades of the labels of commercial enterprises and interviews with business owners or those concerned about the source of the trades and the use of the label of the trades, to bring the analysis in the next step.

3) Data analysis

(1) Analyze business names signboards in the area of Bang Lamphu based linguistic landscape (Linguistic Landscape LL) of Thom Huebner, 2009.

(2) Proposed external expert review.

(3) A summary of the linguistic landscape in the area of Bang Lamphu based linguistic landscape (Linguistic Landscape LL) of Thom Huebner, 2009.

4) The results, compiled the findings.

## **Conceptual Framework**

Theory of a landscape-oriented language that researchers use in this research, the concept of Thom Huebner, 2009, Huebner said in the past, the academic performance of a survey study on the landscape language of capital around the world many, but the main one is to opt for the classification and analysis of the language in the linguistic landscape is not (Thom Huebner, 2009: 70). For this reason, Huebner has tried to present an analytical framework to study the linguistic landscape with more, in this Huebner proposes that framework. "Ethnography of communication" (Ethnography of Communication) of Dell Hymes, 1974, then, is a framework that can be adapted for application to build the framework, the analysis for research in the linguistic landscape.

Huebner said the elements that should be considered in the study of the language of signage in public that there are eight elements, such as

S - Setting (scene) is the place or area where signage are placed in an analysis aimed at determining factors of physical, that label was set up anywhere, any area, nature shop buildings surrounding community and the environment.

P - Participants (event) is a receiver - a messenger, sometimes including other place in the event communications, in which case that person influences the communication that, for linguistic landscape, consider who is taking part in the preparation and

installation of signboards, signboards were prepared to communicate to anyone who wants to engage others associated with that signboards.

E - Ends (aim), the purpose of signboards, the signboards that are prepared for what purpose, for example, business names signboards aimed to convey the feelings and emotions, announcements will be made to provide advice and recommendation or solicitation, notice to explain, signboards warnings, restrictions, aim to define the relationship between a label reader signboards should behave.

A - Act sequence (the order), the order of the information and features on the label, which has two components, the characteristics of the layout of photos, text messages, and sort order for each section of the label.

K - Key (voice), is characterized by the use of distinctive signs.

I - Instrumentalities (Communication tool), is nonverbal and verbal language of the signs, which should be considered as a nonverbal language, the language and the characters used, the use of the dimensions, symbols, shapes, square, round, oval or independent, the appearance of the paint shop signs.

N - Norm of Interaction and Interpretation. (Norms of interaction and interpretation), the agreements are known and accepted on the conduct of the event between communication and agreement on the interpretation of the compounds media event destination, which in each culture, each instance of communication may vary, such as country A. has installed a sign in a shop in the language of their own country and so on.

G - Genre (category), such as the type of label, label, store, post, etc. The research suggests that the concept of landscape, linguistic, of Thom Huebner (2009) suited for landscape analysis of language to use as a study guide, business names signboards in the area of Bang Lamphu, each of the elements that affect the landscape in the area or not.

## **Research**

1) *Overview* of the trades in the Bang Lamphu, the researchers will analyze the data business names signboards to the number of 308 businesses.

2) *Features of business names signboards in Bang Lamphu* area Landscape elements of the language of business names signboards in the Bang Lamphu, are as follows.

**S – Setting** community Banglumpu a dominant commercial center in the heart of Bangkok, the area of the border district community Banglumpu covered area below, north of the Sumaeru Road, South of the Rambutre Road, east of the Bowonniwet Road and west of the Chakrabongse Road.

Most shops building retains its original features, observed with the use of trade names or decorative labels and popular tradition, while the modern style as well, a commercial district open, facing toward building a space between the traffic flow of vehicles.

Trades are located in commercial buildings and also have stalls, shops trolley along the road sub, these stores are located mingle together, not a separate area of business in any way, business names signboards will be displayed above the entrance of a trade or business may appear directly overhead pedestrian.

Scenes involving business names signboards in the commercial district of the country, society, Thailand, is a society that still preserve the traditional popularity of the original, which is in line with the country's policy is to encourage, promote and preserve the language, when taken into consideration, it can be said that the business names signboards in the area of Bang Lamphu, shows that this area is an area that has a single state language (monolingual policy) interesting.

**P - Participants** event communications with business names signboards in the Bang Lamphu, are as follows.

- 1) The sender, is the owner of the trade in the area, most of which are Thai-Chinese people.
- 2) The receiver, including customers, roaming in the Bang Lamphu area, which consists of Thailand, foreign students, students, workers, tourists, most customers are middle-aged 30-40 years.
- 3) Such other event, a group of people working around the commute, on the road that cuts through the neighborhood Banglumpu.
- 4) The government of Thailand has an important role to language in Thailand because of the policy language in Thailand, however, although the United States will continue to actively promote pragmatic language Thailand is the only language (Unilingual language policy), or even Thai language, standard will be honored as the national language, (the Lord blessed Chareonsak 2009: 21-23), but the commercial district, this is only their identity, is the use of language, but Thailand is a foreign language dividend increased.

**E - Ends** business names signboards, has been installed for the purpose to determine the most to say that the owner of the business, trade, who in the meantime has prepared banners, to commercial trade. is the identity of the trades that unlike other trades, however.

**A - Act sequence** the sequence of communication of a sign of things to consider two things: 1) the characteristics of the layout, text, images, and, 2) the sort order for each part the label, as follows:

- 1) The space of the sign

The researchers found that a label with the name trades as much as possible and to put the label of a commercial business is focused on providing a commercial presence, most prominently, the researcher, for example, business names signboards, has a label with the name of the commercial interest as well.



Image 1 Label Store, Modern

The first example, a business names signboards, business-related trade dress, signs show that the trade name will be featured in the label.

2) The order of the elements in the label

On this point, the researchers consider the sequence of letters, symbols in various business names signboards.

The results showed that, the labels have been used in Thailand or most other languages to be given, as the following example.



Image 2 label shops, Kretiwat Nashoe

For example, Figure 2, is a business names signboards related trades, the costumes, the label shows the name of the commercial use of the letter E Thailand most, also found that business names signboards most often. there will be other elements, in addition to the letter trades assembled, including text, picture, the media or related to the Company that, for example, a trade is usually the center of the label, as in this example.



Image 3 label stores, pharmacies, Pharmacy win

For example, Figure 3, the business names signboards related medical, the first element in a sign that there is a trade, and messages Metaphor (Pictorial Metaphor) is, image ads shown implications, implies, by. one is to use what means one thing, of relationships involving medical products and drugs, also can be seen that. Trade names are the dominant large letters.

**K - Key** (voice), the topic of this research is to study the nature of naming the business, the results showed that the appearance of the name to indicate the trades

directly (Hard-Sell), for example, Jeera, Yentafour, Khao geng banglamphu, Patongko, etc., found more than a name that does not convey the nature of Business direct (Soft-Sell), such as the use of synonyms to convey multiple meanings, wordplay, is taking place, words or phrases, can be linked to the two meanings are not related at the same time, or playing a significant overlap (double meaning), or ambiguous (ambiguity) (Sherzer, 2002: 2 cited. in Siriporn Pakdeeparsook, 2547), for example.

"Winner Medical", the title of "Winner Medical" in the name has two meanings, the first definition refers to the name of the owner and the second definition, means good fortune prevails trade.

**I - Instrumentalities** (communication tool), the research on this topic, consider the nature of the sign language used in that language, what is essentially, a character written language, this element that is very important, because it suggests that there may be people from different languages and cultures interacting together, the findings are as follows.

- The language used in business names signboards, unnamed in Thailand, most (138 names), followed by the names Thailand - Chinese (96 titles), name of languages like English, Language Thailand - English and so on. (74 titles), respectively, of the trades, Thailand is the most common in the apparel business. For example, Sengthong glasses, Siam, glasses, Sumalee, Ubonsangkatang.

- The letters used in business names signboards.

The analysis of the characters used in signage sorted by frequency, from most to least, as follows, 1) letter Thailand (147 titles), 2) letters, Thailand - Chinese (102 names), 3) letters. other languages, such as English characters. Thailand alphabet - English, etc. (59 titles), respectively, business names signboards used alphabet Thailand's most labels in the apparel business, such as the following picture.



Image 4, label stores, fabric stores Thai Namsin.

The picture shows the use of language and alphabet Thailand Thailand in purely commercial signage.

#### **N - Norm of Interaction and Interpretation.**

(Norms of interaction and interpretation) on this point, the researchers aim to analyze the agreement or the terms, rules about signage in the Bang Lamphu, the study found,

the laws and regulations that are relevant to business names signboards in the area. of Bang Lamphu include

1) Tax Act 2510 and the 2534 Supplement.

Label owner will have to pay tax at the rate specified in the Tax Act (No. 2) Act 2534, as amended by, Tax Act 2510, the Act contains significant details. tax rate, which is calculated from the size and character of the label, as follows.

- Sign a letter to Thailand are charged 10 baht, five hundred per square centimeter.
- Sign with alphabet letters with Thailand's foreign or mixed with visual or other charge 100 baht, five hundred per square centimeter.
- Banners below, the rate of 200 baht, five hundred per square centimeter, is.

(A) that no signs or Thailand or whether they have any or not.

(B) signs with Thailand under partial or total foreign characters or less.

It is seen that the taxation banners in support and give priority to the use of letters in Thailand label, can be seen as a sign that a letter Thailand, are taxed less than sign a letter languages. China, moreover, a sign with the letters Thailand appear next to their foreign language would taxpayers be a sign, a letter, a foreign language alone, shows that the United States focused on campaign spending in Thailand. the business names signboards, however, the Act also reflects that the government of Thailand does not restrict the use of the letters for foreign language in signs, too, study business names signboards showing that tax support using the letters in Thailand business names signboards, most. 2) Regulation Office in partnership with the central company, registered partnership firms and 2554.

Regulations such as the regulation of the Department of Commerce, Ministry of Commerce, which was defined as having no partnership or company name or any text, below.

- The name of the king, queen or royal heir, support families, relatives of the royal family present, unless the minders.
- Name ministries, bureaus, departments, government agencies, local government, state agencies or organizations, unless they have permission from the relevant minister, minister.
- The name of the country, if the country is part of the name listed in parentheses after the name.
- A name that is contrary to the policy of the State or contrary to public order. Or public morality
- Thailand language or foreign language meaning or understanding, whether a financial partnerships, such as securities, finance, banking, loan, credit, etc. INVESTMENT CREDIT MORTGAGE.
- A word or phrase that cannot be used, for example, borrow, honor Thailand, police, veterans, national, Buddhist, Central Market, Expressway, individualized, ASEAN, Chakri, Rama, prince, royal projects, and so on.

The researchers found that the business does not have a business name or trade name that conflicts with the regulations of the Ministry of Commerce. 3) The country's language policy

The language policy of assimilation policies.(Assimilation policy) is, policies that promote a single language (monolingual policy), only one language, using austerity measures to accelerate the process of reducing the size of the group, who speak any one group of non-official languages of the smaller or the number less (Songporn Tarjaroensak 2552: 36).



However, although the United States has supported languages using Language Thailand, build the unity of the nation with the same language, commercial district Banglumpu the language in naming is over Thailand, the dominant feature of the landscape of the business district, this language, as language policy, which campaigned for the use of Thailand as standard or as the main language of communication.

**G - Genre** (of communication) is, types of signs, including labels, shops, banners, etc., types of signs that were found are both labeled as traditional popular created to preserve retain original as possible and creative to offer goods or services to attract, attention to customer or group found.

3) *landscape-oriented Linguistics (Linguistic Landscape), reflecting the business names signboards.* The study said that the linguistic landscape formed by business names signboards in Banglumpu below. 1) maintain the tradition popular, such is evident from the language in the name of maintaining a Thailand based, for example, Lotus clean Eala appearance, etc., and the signs and symbols of business names signboards like, appearance Anointed. He reflects Thailand to abide in Thailand or the trademark quality and delicious food, all the elements of section S - Setting (the) condition of business names signboards, building part, it retains the original, though. Before 2) Of (C) a popular tradition, such reflection is the name of the language that has been used in Chinese, English frequency increase, but less than in Thailand, in line with the aim to create a commercial identity of those trades. 3) There are many groups of different levels, which appear trades include a business with a booth and a wheelchair, also, the language of business names signboards, it is in Thailand, Chinese, English for example, shows that people living in diverse areas as well. 4) The influence of globalization, the elements of communication tools, which are used in the naming business, although Thailand have policies and laws, which encourage conservation and promote the campaign in Thailand and a sign with the letter Thailand. In this neighborhood, there are trades franchises from several international locations as well.

The study business names signboards can see that it is what creates business names signboards feature or linguistic landscape of the area is clearly visible.

## **Results and Discussion**

The analysis of the elements in the communication business names signboards in the Siam Square and 8 composition according to the landscape of linguistics (Linguistic Landscape LL) of Thom Huebner, 2009, can be said that the eight elements within the "SPEAKING" effect, create a landscape in the Bang Lamphu, it is important, language, appears on the label that the trade is like.

It is seen that the commercial property, a society in which there is competition between cultural tradition popular at maintaining traditional trade in the popular culture that wants to create a universal, it is on the increase in the property this, compared to research Kittapon Wangphosri (2555), "the name trades in the Siam Square area: a study based on a landscape-oriented language", to show that the Siam Square area opposite a district representative of the city or district. the trade reflects that the practice of naming and language signs in opposition to the policies of the

national language, a campaign to use Thailand as a priority but a commercial district of Siam Square has held that the use of English as the international language more.

Language is a reflection of the behavior and language used in the commercial district of Bangkok, then, that a group of people, is a residential area of the city that is open to foreign culture, a community that is not blocked in any way.

In this regard, the analysis in this research is to study the language in the Thailand business names signboards, suitable for applications in science teaching social studies in Thailand to ASEAN as well.

Researchers hope that this research will help readers see the role of language in a new dimension as the distinguished landscape of the neighborhood or area, as well as guidelines for language education in the urban context to the other side.

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