

*The Use of Words in Thai Language in “Viral” Communication of Thai People
in the Present Era*

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Abstract

This academic article has a purpose to study the use of words in Thai language in “viral” communication of Thai people in the present era as the collection of information on the use of words that appears on viral social media and compares the use of viral words with the use of correct words in Thai language principles as a model for using appropriate language to be able to communicate and understood in society in the future. The method used in this study was document studies, i.e. researching academic documents and searching for messages from viral social media during 2021-2022. Findings or important conclusions from the study found that the use of Thai words in “viral” communication of Thai people in the present era is the use of language without regard to accuracy, i.e. using words that do not match the meaning, using improper words, using informal or colloquial words with the correct spelling according to the context of the word. Furthermore, an unclear use of words was also found, i.e. using implied words and using slang words whereas using vague words was not found. The results of this study are useful for studying the use of Thai language and encouraging the Thai language users to be more careful to use the language correctly according to the context and linguistic conventions. In addition, this study can be used for further research studies and it is useful in teaching and learning at the higher education level.

Keywords: The Use of Words, Thai Language, Communication, Viral

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Introduction

Language has been a part of human life since the past. Humans use language for living and communicating whether a communication within the family, commodity, trading or building good relations in living together which cause a community, society, and finally become the culture and traditions of the country. Language is therefore very important in human communication.

Language, in a broad sense, refers to the expressions that can be understood. In a narrow sense, it refers to language as a system through which humans communicate. The study of human language through scientific methods is called linguistics (Royal Institute Dictionary, 2013), and Thai is one of the world's languages mainly used in Thailand. Thai language is a culture that represents the uniqueness and independence of Thailand which happened and has been used for a long time since 1826 in the era of King Ramkhamhaeng the Great, who invented it for Thai people to use to communicate until now. Language is an important tool in the communication process, starting from having a messenger (Sender) to the receiver (Receiver) via messages conveyed (Message) and the media used to send messages to each other (Channel) to achieve the intention of communicating between each other (Thanu Thodthankhun and Kanrawee Phaetpitak, 2021).

Thailand has progressed progressively and has undergone rapid changes in all aspects, whether the buildings, social conditions, environment, cultural traditions or even the use of language changes according to the context of society all the time, as well as various advanced information technologies and connect the whole world to each other in just the blink of an eye. These cause the use of language and communication today to change dramatically.

It is well known that Thai language is an evolving language with a change and constant movement, especially in today's society when technology is very important to life. Despite how volatile it is, the use of language will inevitably fluctuate according to technology and then create a new language. New words are being produced rapidly all the time in a fast-paced manner that some words that had been used for less than a week had disappeared. This is a change in language in the dimension of today's technological world. In particular, words are used to communicate or understand each other in online communities in a manner that occurs rapidly and spreads rapidly which has not yet confirmed or verified any accuracy. The use of words must take into account various matters, including accuracy, namely the using words correctly according to the meaning, using words correctly, using words at the correct language level and using the correct spelling of the word. There must also be a matter of clarity, namely the use of words that have an implied meaning, using words ambiguity and the use of slang. There must also be elegance, conciseness and unity.

However, Thai language scholars have commented on the use of Thai language through advanced technology in the present era that the use of language in this era may indicate a problem that can lead to a language crisis. If some people still misuse Thai language and do not realize how to use the language correctly as follows "... Even though the problem of using the Thai language has existed for many decades. But in present era, the problem is becoming more and more critical and serious, with the main driving factor being the rapid advancement of technology. Therefore, we encountered so many misuses of Thai that it almost became familiar, especially among teenagers, the most worrisome. It is a group that uses a language that has evolved for a specific group. It is a language that has almost no grammar from short

text messaging (SMS), electronic mail (E-mail), online chatting (MSN), or even expressing opinions on the Internet...” (Fatina Wong secretary, 2023).

However, the use of language in online media is not only specific to teenagers, it also distributed to many groups of people. Because online media is a fast communication channel, it is a new communication channel that arises to share information and news in various forms, causing discussion and exchange of ideas between the sender and the receiver. Uraiwan Khamphila and Talteerada Naksen (2022), cited in Pichit Wijitbunyarak (2010), have consistently commented on this issue that “...Nowadays, online social networks are being developed for more convenient use from the form of a website to an application. (Application), which is an application created to support and facilitate users on the Internet. Which applications that are becoming very popular for communication in today's era is the Line application (Line). There are also Facebook Twitter Tiktok and others, which are popular among teenagers. Language is used by cutting words, abbreviating words, or combining words, creating words, expressing emotions and spelling words differently from the original vocabulary. Typing the last consonant or vowel of a word repeatedly create meaningless words These communication languages are either correct or wrong. Therefore, users can type easily, misspelling sometimes, and may use words incorrectly according to the vocabulary...” The use of such language may result in the use of words that eventually become corrupted. Anyway, in this study of the use of Thai words, the researchers did not look at the use of language in today's society as a way of leading to disaster but aims to study to reflect the dimensions and perspectives of language use that new words are being created all the time and the way the language is transmitted or communicated via online media, which is a tool that most people use to communicate a lot in the present era.

For the above reasons, the researcher therefore wants to study the use of Thai language in “viral” communication of modern Thai people by researching academic documents and search for messages from viral social media during 2021-2022 to collect information on wording appearing in viral social media and to study and compare with correct wording according to the principle of using Thai words, which will be a model for using the correct Thai language in the future.

1. The Direction of the Changed Language Usage to Communicate in the Present Era

As mentioned in the introduction, it can be seen that the direction of Thai language communication in today's society has significantly changed from traditional communication such as meeting to talk face to face, talking on the phone, writing letters, sending telegrams, etc. to the means of network communication that directly affect the use of the Thai language because it must be communicated in a short time, hastily, timely whether it's basic communication or business communication. Online channels whether Facebook, Twitter, Line, Tiktok or others are used due to their characteristic of convenient, fast, easy to access, and able to transmit information around the world without limits. Sometimes the use of Thai words in such communications becomes incredibly “viral”. This is partly due to the influence of celebrity communications (Influencer) that communicates on social media clearly, directly to the point, and can reach all groups of people with the speed of just pressing Enter button. Nowadays, no one would not know about the virus because online society or social media flows out into real life society and used to communicate widely.

Viral is word-of-mouth communication through social media whether Facebook, Twitter, Line, Tiktok or others as already mentioned. If any story becomes a trend, it will be discussed

and shared everywhere quickly that the main goal of viral is marketing use. Viral success can be attributed to advertising or marketing with the lowest cost and unprecedentedly high effectiveness. In the industry, this is called Viral Marketing that comes from the form of advertising through the media or Social Network in a form that spreads quickly like a virus that is a disease. Typically, viral forms are short postings starting with interesting words or funny jokes.

2. Viral Words Between 2021 and 2022

From observing and monitoring the use of Thai words that appeared on social media between 2021 and 2022, it was found that there were many famous people in the society (Influencer) using words that went viral. But in this article, the researcher selected Thai words that are viral, catchy, polite, and not related to politics, religion, or belief and has been widely popular to study, analyze and compare with the correct use of language according to the principle as follows:



Figure 1: shows the origin of the words:
Chan Pen Prathan Borisad (I'm the president of the company)
Source: Sanook.com, 2023.

2.1 “Chan Pen Prathan Borisad” or “I’m the President of the Company”

This speech occurred on November 23, 2021 and became a famous viral clip at the time. Its origin is from the event that the actress "Ploy Chidchan" filmed a short drama clip on TikTok with her family and team members in the company. She made many clips and a lot of them are in the form of series. But the story that has been widely mentioned on social media is the story of "Spy, Security Guard." The plot of “ Spy, Security Guard” is about the president who disguised herself as a security guard to find out the truth until seeing that the employees in her company have a bad attitude, speaking insultingly, humiliating and conduct physically abusing. She finally saw the cause of such problems and then identified herself as the company's president and discharged the employee with bad behavior including ordering to suspend branch manager who neglect his duties. This clip has been viewed by a large number of audiences and the speech “*I’m the president of this company*” have been widely used and posted on users’ own channels (Sanook dot com, 2023).

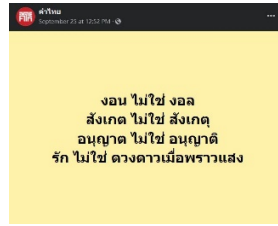


Figure 2: shows the origin of the words.
Rak Mi Chai Duang Dao Mue Praw Saeng (Love is not a shining star)
Source : Manager Online, 2023.

2.2 “Rak Mi Chai Duang Dao Mue Praw Saeng” or “Love Is Not a Shining Star”

“Rak Mi Chai Duang Dao Mue Praw Saeng” or “Love Is Not A Shining Star” became a trend on September 24, 2022 from the song “ Rak Kue Fan Pai (Love is just a dream)” by the girl group “Sao Sao Sao (Triple Girls)”, a highly successful girl group in the 80’s. Its viral trend started from the web page "Kham Thai (Thai words)", posting a message to educate about Thai words that says, "Condescending not convulsing, noticing not notising, allowing not allowing. Love is not a shining star. After that, people posted on every of their channel in their own way and ended with "...Love is not a shining star when it's dazzling". For example, the US Embassy posted a post “Arkansas is not Arkansas, D.C. is not the state, Rhode Island is not an island, Love is not a shining star.”, Swedish Embassy posted "Vikings are not fertilisers, Zlatans are not storms, IKEA is not bats, love is not a shining star." followed by NISSIN Foods Thailand posted that" Nissin is not Nissin, Tonkotsu Ramen flavor, not Tonkatsu Ramen flavor, Nissin Cup Noodle not Nissin Kub Noodle, love is not a shining star. # Can I playyyyyyyyyy?; The Cinema Cineplex posted that "Avatar (in the theater) part 1, not part 2. Coldplay shot live, not a con recording, Doraemon, not Doraemon. Love is not a shining star.". Similarly, The Mirror Foundation posted "The Mirror Foundation is not a program of six-sided mirrors. Hire me, not hire someone to kill, Faith is not forced. Love is not a shining star" as well as many more pages (manager online, 2023).

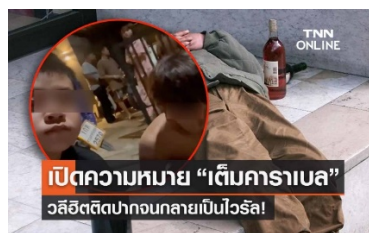


Figure 3: shows the origin of the words.
"Tem carabel (Full carabel)"
Source: TNN Online, 2023

2.3. "Full Carabel"

"Full Carabel" is another word that emerged on October 1, 2022 and has become a new word that many people wonder, especially on TikTok where this wording is widely used, until it become a viral trend that many famous people use to follow each other and wondered what this word meant and where did it come from? The origin of this viral comes from the clips of TikTok users @22_2001n or Sor Phor Tem Carabel posted a clip on October 1, 2022, in which the clip shows a picture of a man in a state of complete drunkenness sat motionless in front of the house until a friend pretended to take a clip along with jokingly speaking with the sentence that "It's full carabel. it's ful caramel, isn't it? I told you not to fill up with carabel ..."

That speech then became humorous viral and reached 8 million views. Many tiktok users has used this speech and sound to their own clips. Most of them are video clips of people who are so heavily drunk that they can't control their mind. However, “full carabel” can be used in a variety of ways without limitation, for example, you can use it when you go to a party asking everyone to have fun and say, "It's full carabel today," or when your friend vomits as "I told you not to full carambel," and if you're having a full meal, they'll say, "It's full carabel for this meal." etc. (TNN Online, 2023).



Figure 4: shows the origin of the words
" Tua Tueng (The tight one)".
Source: Google, 2023.

2.4. "Tua Tueng" or “The Tight One”

"Tua Tueng" or “The Tight One” is a word that emerged on October 19, 2022. It is a slang term widely used by teenagers and the online world referring to being the best, the peak or superb, similar to the word " Tua Tueng” or favorite" that is often used in competition circles to praise those who are eligible to receive rewards or winning, for example, the beauty contest or the horse racing, Etc., However, the word " Tua Tueng" is a word that does not always need to be used in the competition. If you meet someone with outstanding abilities or have eye-catching behavior in any way and create a viral trend for the online world, that person will also get a " Tua Tueng" position from social people to win as well. That is, the origin of “ Tua Tueng" that has become a story spread in TikTok overnight are mostly from the people in the news whose video clips go viral and are shared with each other. There are a lot of “ Tua Tueng” cases that many people pay attention to and talk about such as Tua Tueng Rayong: the story of a homeless woman who walks and knocks on the gallon to a song with the utmost beat. Tua Tueng Yaowarat : the story of a man wearing colorful clothes who walk along the streets of Yaowarat and sing along with his beloved loudspeakers on. His dancing is eye-catching for the sneaky snake dance that creates smiles and draws affection from onlookers; Tua Tueng Yala: A clip of a boy aged just a few years old who raises his middle finger and making an annoying face and Tua Tueng Ladprao: The shocking news and calling for hilarity when a man living in the Lat Phrao area invaded and punched Mr. Srisuwan Secretariat of the Association for the Protection of the Thai Constitution, at the face (Thai Rath Online, 2023).



Figure 5: shows the origin of the wording.
“Ngan Mai Yai Nae Na Vi (Is it definitely not a big deal, Vi?”
Source: Google, 2023.

2.5. "Ngan Mai Yai Nae Na Vi" or " Is It Definitely Not a Big Deal, VI?"

"Ngan Mai Yai Nae Na Vi" or " Is It Definitely Not a Big Deal, VI?" has gone viral online on October 25, 2022, and many people use it to speak and write to create content. These words came from a scene in the famous drama “Tawan Tok Din” (Falling Sun) that has been broadcast on Amarin TV for some time now. In this scene, there is a famous actor "Yui Jeeranan Manojam" playing the role of "Withu". Withu invited his older sister Wajee to the party, saying that it was a small event that could be dressed comfortably, Waji did not want to go to a big event, so she asked Withu, “Is it definitely not a big deal, Vi?”. However, Wajee was deceived because she dressed casually to the event, but others in the event fully dressed in fishtail skirts with a full set of jewelry. After that, it was found in short time in the applications TikTok, Facebook, Twitter Line, etc., has many celebrities and people imitating the use of this wording. “Is it definitely not a big deal, Vi?” is therefore used as a connotative term that conveys bullying (see Digs Blog, 2023).

3. Comparative Analysis According to the Principles of Thai Language Usage

From the words that are mentioned in this academic article, the researcher analyzed and compared according to the principle of Thai words usage as Thanu Thodthankhun and Kanravee Phaetpitak (2021) stated that the use of Thai words must take into account the principle of correctness namely using words correctly according to the meaning, Using words correctly according to the function, using words correctly according to language level, using words correctly according to spelling principle. In addition, the principle of clarity must be taken into account, namely not using words that have an implied meaning, not using words with ambiguity sense and not using slang terms. The study was analyzed and compared according to the aforementioned principles as follows:

3.1. Accuracy

Care should be taken to correct the meaning, function of words, spelling or tact and level of language which are divided into:

1) To use the word correctly according to the meaning, the meaning of the word must be checked to be accurate, clear, in accordance with the image of the word that the users want to convey, such as squeezed (seeking benefits by forcibly surrendering) and extorted (demanding unreasonable prices or interest). For the sentence “He was ...even though he was

poor”, the words to be chosen should be extorted so it would be the correct word in its meaning. From these viral words, it was found that 1) I'm the president of the company.

2) Love is not a shining star, 3) Full carabel, 4) Tua Tueng, and 5) Is it definitely not a big deal, Vi? are the use of the words with the direct meaning for almost every words. Except for the word “full carabel” which does not match the meaning by using English transliteration to say that Carabel in English is the name of a girl referring to *loved* or *a promise of God*. The term is derived from *carabelle* in the Italian, Irish, and Hebrew (TNN Online, 2023). Similarly the word "Tua Teung" is also a misnomer because it does not refer to the body that is firm in Thai language, but rather the use of words that imply something else as the researcher explained in Item 3.2 Item 1. However, when considering the meaning that the word users want to convey according to Item 2.3 and Item 2.4, it can be seen that the meaning is incorrect and is not related to any meaning. 2) It is important to use the words correctly and the functions of the words in Thai. Placing words in the wrong place or position will change the meaning. For example, *Who* force you to come? You force *who* to come? and *Who* will you force to come? The words "who" in the example will convey different meanings depending on its position. According to these viral words, 1) I'm the president of the company, 2) Love is not a shining star , 3) Full of caramel, 4) Tua Tueng, and 5) Is it definitely not a big deal, Vi? This is the correct use of almost all words, except for the word "Tua Tueng", which can perform two meanings in Thai when the position of words are switched, e.g. "Tua Tueng. The body is firm, not slack, rather tight while "Tueng Tua" is an adverb which means fixing to alleviate difficulties or difficult grievances (Royal Institute Dictionary, 2013).

3) The use of words at the correct language level. Thai language has 3 levels: informal language or oral language, semi-formal language and formal language which need to be used in the right place, person and place, such as children *take* food, dog *eats* food, father *has* food, grandmother *consumes* food. From these viral words, it was found that 1) I am the president of the company or Chan pen Phathan Borisars is semi-formal language with inappropriate 1st person pronouns in Thai are used. It should be "Dee-chan or Kha Phachao" instead of “Chan” in formal events or meetings. But the context in which the phrase goes viral is when talking to a security guard, “Chan” may be used. 2) Love is not a shining star is an informal or colloquial language and the use of the word "shining", which is a descriptive type of rhetoric; 3) Full carabel is the use of informal language or oral language with transliterated words that need to be translated; 4) Tua Tueng is an informal language or oral language which is classified as a slang term used among teenagers and 5) Is it definitely not a big deal or it is, Vi? is an informal language or oral language as well. Thus, when using these words to communicate, it must take into account the language level as appropriate.

4) The correct spelling of the word is important. If the spelling is different, the meaning will be different. If there is a misspelling, it will also distort the meaning. From these viral words, 1) I'm the president of the company, 2) Love is not a shining star, 3) Full carabel, 4) Tua Tueng, and 5) Is it definitely not a big deal, Vi?. All words are written and spelled according to the correct usage context.

3.2. Clarity

Wording needs to take into account the meaning of the intended communication. And in general communication, the use of words that have an implied meaning, ambiguity of words

and the use of slang should be avoided according to the study's comparison with the viral words as follows:

1) The use of words that have an implied meaning are words that have a meaning that is not literal. It may be a comparison or hidden meaning under the letter. It requires interpretation from the audience to understand that meaning. As for the words that have the same meaning as the word you want to convey, it is called the direct meaning, for example, **This work is a piece of cake** means easy work is a word that has an implied meaning while **cake is a useful food** is a word with a direct meaning. From these viral words, it was found that that 1) I am the president of the company is the word that has a direct meaning; 2) Love is not a shining star is the use of words that have an implied meaning by comparing love with a star that shines brightly; 3) Full carabel is the use of words that have an implied meaning that requires translation; 4) Tua Tueng is a word that has an implied meaning. It's the use of words to convey the meaning of being the best, the peak, the apex, similar to the word "favorite" whereas 5) Is it definitely not a big deal, Vi? is the use of word with direct meaning.

2) Use of ambiguity. Ambiguity is the use of words with unclear meanings that may convey many meanings, for example, nutshell may refer to a shell of the nut or may mean the conclusion of some issues. From these viral words, it was found that 1) I'm the president of the company, 2) Love is not a shining star, 3) Full carabel, 4) Tua Tueng, and 5) Is it definitely not a big deal, Vi? are the use of language without any ambiguity.

3) Use of slang vocabulary. Slang is the use of language that is a word or expression in informal occasions. Most of them are special and specific languages. For example, people with the same profession or society will use the language to communicate and understand each other. To communicate emotions, feelings, behaviors occur according to social trends, starting from certain people or groups used only for a certain period of time. It's not a language that's accepted as correct, such as Mong Lon (received the crown), Naem Pa Yon (wearing a very tight suit), Dinosaur (prehistoric), Bong (wrong, failed), imagination (just thinking about it), etc. (Chakrin Julprom, 2021 cited in Hawkins, J. M., & Allen, R., 1991). From these viral words, it was found that 1) I'm the president of the company, 2) Love is not a shining star, 3) Full carabel, and 4) Is it definitely not a big deal, Vi? are the use of words that are not slang for almost every word except the word "full carabel" is clearly a slang term because it is the use of words to convey emotions, feelings, and manners, where this word is a word that occurs according to social trends. It started with a friend posting a picture of a man in a state of extreme drunkenness sitting motionless in front of the house and that friend teased a friend by taking a clip to share. The word "Tua Tueng" is also a slang word. It is the use of the language of a group of teenagers who communicate with each other in a fun way, creating new words that are derived from the behavior of the people in the clip, using language only for a certain period of time. It is a language that is not a correct language according to the principle of using the language.

Conclusion

When analyzing according to the use of Thai language according to these four examples, it was found that these words are the linguistic phenomenon that use informal language or oral language as the main communication in a hurry, fun, iron, comparative, etc., manner mixed with the context that one wants to communicate to make it fun, challenging the attention of the public or create interest in knowing the messages or words that they use to communicate

without regard to formality or accuracy. Everyone can use this form of language but it must not be used to communicate in situations or contexts that require standard language communication.

From this linguistic phenomenon, it is common for people to use language in society but it also gives us a perspective on the use of language in a fast-paced dimension. Such usage was applied quickly and disappeared quickly as well. It is undeniable that technological media has a significant effect on the process of using this form of language. Therefore, language users must be careful in using the correct Thai language and view what is happening with knowledge, understanding and caution in order to preserve the language culture to remain with Thai people forever.

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