

Abstract

The purpose of this thesis is to survey the situation of gairaigo (English loan words) used by Thais employed in Japanese companies, including popular gairaigo vocabulary used in the workplace, problems in phonology, and attitudes of Japanese colleagues towards Thais' usage of gairaigo. The survey was conducted via a questionnaire, polling 130 employees of Japanese companies in Thailand. The respondents included 50 Thai people and 80 Japanese people. The results of the study can be classified as follows :

86 examples of gairaigo were chosen from the top 100 entries of gairaigo usage that appeared in the newspaper "Yomiuri Shimbun" in December 1998, analyzed by population usage frequency. 14 words were ignored or not known since they are specific words for Japanese culture. Knowledge of these, however, is also necessary to understand the concept of Japanese in communication.

To investigate Thais employed phonological skills, 20 words of gairaigo were selected to test. These can be divided into 4 kinds of mistakes usually made by Thai learners, which are : voiced-voiceless sounds, short-long vowel sounds, sounds appearing at the end of words, and the differences between consonant and vowel sounds. The results match with the hypothesis that mistakes of Thai employees are influenced by different sound systems of each language which made them confuse the proper sound of Gairaigo with the original English or loan words in Thai. Comparatively, the differences between consonant and vowel sounds is the most incorrect answer at 44.4 percent, whereas, short and long vowels are the least problem with a percentage of 65.6 for correct answers.

Results of an attitude survey of Japanese people towards Thai employees usage of Gairaigo show that, in their opinion, gairaigo mispronunciation, as well as the switch from gairaigo to English loan words in Thai, is the most common feature among Thai colleagues. Since the purpose and major advantage of gairaigo usage in the

workplace is to enhance communication effectiveness, Thais employed in Japanese companies may need to concentrate on proper usage of gairaigo.

Finally, the last part of the thesis includes a survey of gairaigo from 23 Japanese textbooks in Thai academic institutes. The total number of gairaigo found in textbook series of Tokyo University of Foreign Studies shows insufficient words for foreign learners of Japanese when compared to the 15,000 gairaigo appearing in the Dictionary of Katakana Words for Reading the Nikkei, the Japanese business newspaper. Gairaigo, as part of the Japanese language, therefore, should be taught more in classrooms since it is used as a means of cross-cultural communication in the workplace.