

Code-Switching of Isan Women in Transnational Families on YouTube

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Abstract

This research is a linguistic study aimed at analyzing the code-switching practices of Isan women in transnational families on YouTube. The research data comprises video clips published between 2021 and 2022 by Isan women married to European husbands, collected from 10 YouTube channels with a total of 100 video clips. Each channel has more than 100,000 followers. The theoretical framework is based on Gumperz's (1982) concept of code-switching, which posits that code-switching is related to contextual information and the topic of discourse.

The findings reveal three patterns of code-switching among the participants: (1) between Standard Thai and Isan Thai, (2) between Isan Thai and foreign languages, and (3) between Standard Thai and foreign languages. These instances of code-switching serve functions such as explanation and translation. Additionally, the patterns of code-switching are closely associated with the content and topics being discussed.

Keywords

Code-Switching, Isan Language, Standard Thai, Transnational Family.

