

WORD-FORMATION OF BUSINESS WORDS IN LAOTIAN LANGUAGE

Rattana Chanthao and Kanyarat Unthanon

Faculty of Humanities and Social Sciences, Khon Kaen University, Thailand

DOI: 10.46609/IJSSER.2021.v06i01.008 URL: <https://doi.org/10.46609/IJSSER.2021.v06i01.008>

ABSTRACT

This article investigates the word-formation and semantic field of new business lexicons in the Laotian language. This research is qualitative in conceptual of word-formation and sociocultural linguistics perspective. The newspapers, magazines, and economic website published in 2019 are the data source collection. The finding there are 283 words. The result indicated that the new lexicons formed by tree types; compounding, borrowing, and blending. The compounding type is primitive word-formation in Laotian language because it is an isolating language. The borrowing quickly found in English loanwords while the blending type mixed between Laotian and English mostly. The newest vocabularies consist of the four semantic fields; banking commerce, tourism, marketing activities. The business terminology used in Laos society reveals the language worked out for its society. Most new business lexicons imported from English loanwords and Thai language since language contact of Lao people and Thailand's mass media play a significant role in Laos people.

Keywords: Laotian language, Laos, business word, word formation, loanword

I. Introduction

Laotian language is the Lao People Democratic Republic (Lao PDR.). is one of the Southeast Asian Union. This country has border close to Vietnam, Thailand, China, Myanmar, and Cambodia. Laotian language is in Tai language family as same as the Thai language is. This language is in the Southwestern Tai branch (SWT) (Gedney1972; Chamberlain1975,1996; Li1977; SIL2010). The SWT language consists of the monosyllabic word, free morpheme, tone, and sentence C(C)VC (Pankhuenkhat1998; Erickson2001; Enfield2007; Liamprawat2008). The Pali and Sanskrit lexicon have many in Laotian language. Indo- European language family consisting of polysyllabic and affixation. The Pali and Sanskrit were entered to Lao society by Buddhism from the Khmer kingdom in the ancient time similar to Thailand (Xayawong2005). Besides, Pali and Sanskrit used the loanword in present Laos borrow from Thailand (Enfield2006; Chanthao2019,2011). There are many Pali words in Pali- Lao dictionary by

Suwannee (2004) being great evident showing how Pail words are famous in Laos as it is the religion language it was build up to be new business lexicons.

Pali is in Indo-European language family (Mallick2018). It was a written language of India in the past time. Its characteristic has inflexion and affixation for different word's functions (Pathana,1998). However, Laos adapted Pali into their language feature. That is powerful words and having other writing from Pali in previously. Lao borrowed Pali and Sanskrit by Buddhism religion from Khmer in an ancient time, so it is not surprising having huge Pali loanwords into Southeast Asia (Ngamchitchareon2018) including the Laotian languages of which affect to the new word-formation in Laotian language.

Word-formation in any language has different language situations, language variety, and communication technology (Aiguo2003). Dressler(2005) stated that word-formation functions in its society to support communication and cognition. After opening the countries to welcome foreign investors according to the New Economic Mechanism policy in 1986 is evocative this regional development prominently (Kabmanivanh2017). As it is international and economical, the English language plays an essential role in business sectors, including promoting the school system. This factor impacts understanding and using English loanwords in Laos society, particularly the business domain (Unthanon & Chanthao2017). Having new lexicons in Laotian language affects increasing new words and affecting native dictionaries and word-formation. This article will explain the word-formation of business lexicons and its semantic domain.

II. Laotian language and society

Laos has their national language; Laotian language and its plentifully ethnic languages consisting of 46 languages in 4 language families (Chazée2002; Kingsada2003; Chamberlain2011). Laos has three main dialects according to regional parts; northern, central, and southern. Besides, there are also border languages enclosed this country; Vietnam, Thai, Chinese, and Khmer. Seemingly having the border linked to Thailand and Vietnam, let Lao people learn and accept neighboring languages, especially the Thai language, in terms of similarity. This similarity allows the Thai mass media are popular in Lao people. They absorb Thai words, particularly Lao people living in Vientiane capital city's urban city, can speak and listen to the Thai language. Also, travelling, convenient between Laos and Thailand, let many Lao people come to Thailand by driving that brings they have communicated and trading to each other increasing in the present (Enfield1999,2006). Laos had belonged to France colony; therefore, the French loanwords also have used in Laos; however, after Laos had been free in 1975, these loanwords are instead of by English loanwords more. These English loanwords adapted into Laotian native pronunciation, but Laos maintains a written system from English characteristics (Khonphrudprao2002).

The rapidly increasing English loanwords in Laotian language after open country policy in 19

century led to systematic Laotian change, especially an orthography. Unthanon & Chanthao (2018) disclosed that Laos changed the written system following to English written plan. The sound and script /r/ has not used after it stopped operating in an initial and cluster positions such as /fr-/'free'/br-/'brief'. For the vowels has not been adopted much. The big problem is in tone because Lao is a tonal language while English has not, therefore, it is confusing how to use a tonal marker and one word has also differently written systems. This problem has not solved so English loanwords used in daily life have still non-standard writing that might affect a new word-formation system.

In the present time, powerful new words from other languages used in Laos according to current economic policy; trade, tourism, and investment. Xayawong (2005) displayed that new business words come by English and Thai loanwords to solve the lack of business words in rapid country development. Seemingly coming new lexicons in a language occurs with social change; therefore, new business word-formation has been resulted by social action, especially the economic and tourism sectors and Laos society.

III. Methodology

1. Research design

This research is qualitative using the framework of word-formation of the new business lexicons of Laotian language. The data collected from 5 business sources in Laos: 2 newspapers online, one business magazine online and two business websites; Vientianemai.net, Paxason.org.la, Economic and Society News online, Laodaily.com, and Kuanjailao.com. All website published in 2019-2020. The data analysis by is word-formation framework. The research questions are what type of word-formation of business lexicons in Laotian language is. The assumption is that most of the new lexicons should build by borrowing type. The descriptive analysis explains the research finding and giving an example in each type.

2. Data collection

The data are the new lexicons consist of business domains. The lexicons have never contained in Lao dictionaries either mono Lao dictionaries or English – Lao dictionaries before 2008 as they are popularly currently dictionaries The sources of data derived from the online mass media agents having a huge of people viewers. These data sources online published in 2019 and collected between 3 months; March-May in 2019 as below;

Two online newspapers; Vientianemai.net (Vientiane Mai Newspaper)

Paxason.org.la (Paxason Newspaper) One economic website; Economic and Society News

Two online magazines; Laodaily.com, and Kuanjailao.com.

3. Data management

The native speaker collected in new word related to the business domain then the dictionaries use to checklist that it is new lexicons. The rest of the data will not be analyzed— only the new business lexicon imports to analyze the word-formation and separated into the semantic fields.

4. Data analysis

The framework of word-formation in linguistics is applied to separate the type of word-formation and present only prominent frequently type that stands out of new business word-formation in Laos society. The descriptive analysis will figure by a sociocultural-linguistic perspective that it will link to Laos society. The research finding will give an example by Phonetic Alphabet in // and its meaning in ‘ ’. The numbers 1-5 on the word or syllable mean tonal markers in Laos by native pronunciation.

IV. Result

Business is widely meaning included many sub-domains concerning the economic system. This article will not focus on the meaning of each business lexicon. Still, it will be divided into sub-domain to reveal the relation between new business lexicons and Laos society. The finding showed that there are four categories of business word-formation following by the language. In terms of new dictionaries, most glossaries are English in the loanword form.

1. Word-formation

The Laotian language is the monosyllabic word; however, there are few borrowing words from Pali and Sanskrit, French, English, and Thai. The word-formation of business lexicons found major tree categories: compounding, borrowing, blending, and mixing.

1.1 Compounding

The Laotian language is a monosyllabic that mostly the new lexicons built using more than two words, such as 'football' consisting 'foot' and 'ball'. In this example 'ball' is head, and 'foot' is modifier. The Pali loanwords, however, appear in compounding. The standard of this compounding of new business lexicons such as these examples.

Example 1: Compounding

(1)	/pha4nak2ŋa:n4-ban1si:1/ 'accounting officer'	/pha4nak2ŋa:n4/ /ban1.sii1/	'officer' 'accounting'
(2)	/ŋəun4-pan1 phon5/ 'dividend'	/ŋəun4/ /pan1/ /phon5/	'money' 'to divide' 'result'
(3)	/khon4-nam4-thiaw3/ 'tour guide'	/khon4/ /nam4/ /thiaw3/	'person' 'to bring' 'traveling'
(4)	/lu:k3-kha:3 / 'customer'	/lu:k3 / /kha:3 /	'child' 'to sale'
(5)	/sin5 kha:3- nam4-khaw2/ 'imported product'	/sin5 kha:3/ /nam4/ /khaw2/	'goods' 'to bring' 'to enter'

The example (1) The polysyllabic words /pha4nak4ŋa:n4/ 'officer' and /ban2 si:4/ are the Pali loanwords. The other lexicons in (2)-(5) consist of Laotian language even though each lexeme differs its meaning when compound, it has become a new meaning in the business domain. The next examples figure compounding of headword and modifier.

(6)	/phu:3 - si:3/ 'buyer'	/phu:3/ / si:3/	'person' 'to buy'
(7)	/phu:3 -sia5 -pha4 si:5/ 'taxpayer'	/phu:3/ /sia5/ /pha4 si:5/	'person' 'to pay' 'tax'
(8)	/nak4 – len2 -hun3/ 'trader'	/nak4/ /len2/ /hun3/	'person' 'to play' 'stock market'
(9)	/nak4 -loŋ4 thin4 / 'investor'	/nak4/ / loŋ4 thin4 /	'person' 'to invest'
(10)	/sa:w4- pa2 moŋ4/ 'fisherman'	/sa:w4/ /pa2moŋ4/	'person' 'fishing'

Although the lexemes /nak4/ /phu:3/ /sa:w4/ 'person' derive Laotian language, the compounding parallel of the Pali or Sanskrit word-formation. Two characteristics of new business word-formation in compounding type contains the first example group as isolating word compounding and the second group consists of particle compounding.

1.2 Borrowing

The lexical borrowing from English loanwords was found mostly in the business domain because of free trade and the government's Open Door Policy to welcome international investment company into Laos in the late 19s century. Moreover, Asian language loanwords derived from Japanese, Korea, and Thai of the food product category from international culture into Laos, especially the capital and economic cities. The loanwords appear in English and Laotian languages of written form even it is irregular (Unthanon and Chanthao,2017).

Example 2: Borrowing

(11)	/sek4/	'cheque'	(16)	/faj3/	'flight'
(12)	/fɛn4 sa:j3 /	'franchise'	(17)	/tua3/	'tour'
(13)	/kaj4/	'(tour) guide'	(18)	/tɛ:k1 si:3 /	'taxi'
(14)	/ba:2/	'bar'	(19)	/fi:4/	'free'
(15)	/ʔe:1 thi:1 ʔem1 /	'ATM' (Athomaded Teller Machine)			

Laos society has no these loanwords concerning to business that is banking, travelling, drinking, and tourism. The next examples consist of dining domain that Laos import from new lifestyles.

(20)	/wa:1 sa:1 bi4/	'Wasabi'	(21)	/sa:1 bu:2/	'Shabushi'
(22)	/tom3 yam4/	'Tom-yam'	(23)	/phat5 thaj4/	'Phad-thai'
(24)	/bup1 fe:3/	'buffet'	(25)	/phit4 sa:3/	'Pizza'

The loanwords; 'Wasabi' and 'Shabushi' are derived from the Japanese's food while the words; 'Tomyam' and 'Phad-thai' borrowed from Thais. The travel convenient between Thai land Laos leads language contact into Laos (Chanthao2011,2019). Furthermore, the words' buffet' and 'pizza' affected by European food as same as into the modern cities in Asian.

1.3 Blending

The loanwords in blending comprise original Laotian language and English loanword. The Laotian lexicon reveals lexical meaning or the kind of thing while the English dictionary modifies the primary word such for example 3 below;

Example 3: Blending

(26)	/khuən1 + cop4-pi:3/	'copy machine'
------	----------------------	----------------

- | | | |
|------|---------------------------|--------------------|
| (27) | /nak4 +com1-piw4-tə:3/ | ‘programmer’ |
| (28) | /ŋə:n4 +di4-jiʔ-ton3/ | ‘digital money’ |
| (29) | /ʔa:2-ha:n5 +fa:t1 fu:t4/ | ‘fast food’ |
| (30) | /kha:j5 + ʔo:n2 laj4/ | ‘online marketing’ |

The Laotian are the main word that reveals to kind of object or people such as machine, person, money, food, and marketing. The English words function explanation the primary term, such as copy, digital, fast, online. Seemingly, having the Laotian original in blending type stimulate much understanding rather only the English loanwords.

2. The semantic field

Business is an immense meaning and has many sub-categories. To divide the new business words into a semantic filed presents the activities of Laos people nowadays. Most new words consisted of four sub-field that are banking, commerce, tourism, and marketing activity.

Example 4: semantic field of business new words

- | | | | | | |
|-----|----------------------|--------------------------------------|------------------------|--------------------|----------------|
| (1) | Banking | /ŋən4 -sot5/ | ‘cash’ | /pim3 ban2 si:4/ | ‘book bank’ |
| | | /fa:k2 -pa2 jat5/ | ‘saving account’ | /sin5 sua3/ | ‘credit’ |
| | | /tha2 na:4 khan4 - sa:5 kon2/ | ‘international bank’ | | |
| (2) | Commerce | /kha:5 -khaw2/ | ‘import’ | /kha:5 ʔə:k2/ | ‘export’ |
| | | /lɛ:k3 ŋən4/ | ‘money exchange’ | /to:2 thɛ:n4/ | ‘seller agent’ |
| | | /thu1 la1 kit5 - di1-ci2 tən3/ | ‘digital economic’ | | |
| (3) | Tourism | /nak1 də:n2 tha:ŋ4/ | ‘backpacker’ | /lu:k3 thua4/ | ‘tourist’ |
| | | /lot1 nam4 thiaw1 / | ‘tour bus/van’ | /sa:j5 ka:n2 bin2/ | ‘flight’ |
| | | /huan4 phak1/ | ‘guest house’ | | |
| (4) | marketing activities | /phua4 phan4- lu:k3 kha:3/ | ‘marketing relation’ | | |
| | | /ka:n2 -ce:2 la1 ca:2 thu1 la1 kit5/ | ‘business negotiation’ | | |
| | | /ka:n2 ʔə:k2 ha:n3/ | ‘trade show’ | | |
| | | /po:2 mo:t2 - sin5 kha:3/ | ‘promotion’ | | |

The banking development in Laos has increased after the Open door policy in the late 19 centuries. Previously, Lao are an owner in a few banks such as Lao Development Bank, Agriculture Promotion Bank, and Phongsavanh Bank (Private bank). Besides, banks from neighbouring countries such as Thailand, China, and Vietnam, and co-operate banks with these countries; Indochina Bank, Lao-Viet Bank. Currently, the many banks of Thailand have opened in

Vientiane branch to support the Thai business and investors, including the border market between both countries. So the banking business spread into Laos quickly, people learn and figure themselves into new vocabularies.

In terms of the new commerce, Laos accepts the new perspective following the global free trade. The new commerce lexicons reveal new economic activities and social development such as money exchange, import, export, and digital economic—these lexicons related to an international economic between Laos and abroad. The new, economically government policy of tourism seemingly stands out together with social development splendidly. Laos launched the Tourist's Year in 2018 and the Lao-China Tourist Year policy in 2019 to welcome and promote the cultural and natural tourist places along with the country. The tourist policy encourages Lao people to welcome the tourist visiting Laos. The new tourist words occur in Lao mass media enormously such as tourist, backpacker, tour guide, flight.

The new marketing promotes the customer's variously ways is the free trade strategies system to get along with the specific customers. The new economic marketing adapted into Laos and the new lexicons such as customer relationship, business negotiation, trade show, and promotion.

V. Discussion and Conclusion

1. Discussion

The presence of new business terms in Lao society also discloses a social and cultural phenomenon that Lao society is open to the global economy illustrated by vocabulary in various business fields, especially finance, banking, and tourism. Therefore, Lao language as a communicating tool has to function its social needs. To create new business lexicons, the word-formation in compounding method found generally. Besides, there are borrowing and blending. The English loanwords are in borrowing and blending types. The foreign language; Chinese, Japanese, and Thai, is borrowed and mixed with Laotian word. Blending type is caused by taking Lao and borrowing words from foreign languages, especially the English language. The source language adapts the English loanwords, however, into their language (Aiguo2003). Although the Laotian lexicon in blending does not need, having only English is not clear to understand the importance of the purpose. Therefore, there must be Lao words to indicate the type of things or people.

The semantic field of business words mostly consists of four domains; banking, commerce, tourism, and marketing activity. These business fields appear in modern cities; Vientiane, Luangprabang, and Champasak are economical. New words imply the new things and activities in society and new language acceptable to use daily.

The finding supports previous scholar's result; Xayawong(2005), Unthanon & Chanthao (2017,2018) revealed that English and Thai languages play an essential role in Lao society, including Enfield (1999,2006) finding that explained an influence of Thai media in Laos. The new business words consist of both languages and other languages from modern dining cultural such as Japanese. The result does not follow the assumption that most business words should have by borrowing type mostly, but this finding shows that the compounding type is generally a traditional method of Lao's word-formation.

2. Conclusion

To create new business lexicons, the word-formation in compounding method found generally. Besides, there are borrowing and blending. The English loanwords are in borrowing and blending types. The foreign language; Chinese, Japanese, and Thai, is borrowed and mixed with Laotian word. Blending type is caused by taking Lao and borrowing words from foreign languages, especially the English language. Although the Laotian lexicon in blending does not need, having only English is not clear to understand the importance of the purpose. Therefore, there must be Lao words to indicate the type of things or people.

The borrowing type has many languages differently ways; English, Thai, Japanese, and Chinese. English loanwords come as an international language in the global free trade while the Thai language is neighboring in the same language family and influences by mass media. Japanese and Chinese come into Laos in terms of dining culture.

VI. Suggestion for next studies

1. It should have the next study of new lexicons in verbs because society has been developing an increasing of the latest activity domain and verb lexicons.
2. To develop a country, Laos has to import new lexicons from foreign languages, primarily English language; therefore, it should have been studies of English loanwords and how these loanwords into Laos use a semantic field.
3. The online e-commerce increasing around the country should have substantial new lexicons in online e-commerce that should research in the next topic.

VII. Limitation

This research has data ant time collection limited as;

- 1) This research method focuses on the new business word which never found in the Lao

dictionaries (English – Lao or Lao-Lao dictionaries) published before 2008. So the new words in this finding might spreadly use in Lao society in the present time.

- 2) The data sources; newspaper, magazine, and economic website might not collect practically enough new words. This research, therefore, appears 283 lexicons only.
- 3) The data collection was March-May in 2019, so it should have new more words later this period.

Acknowledgements

This research was supported by faculty of humanities and social, Khon Kaen University

References

- Aiguo, Wang. (2003). A Comparison of Word-formation between Chinese and English. Asian ELF Journal. 7,1-24.
Retrieved from https://asian-efl-journal.com/dec_03_wa.pdf
- Chamberlain, James R. (1975). "The Origin of Southwestern Tai." In Bulletin des Amis du Royaume Lao, 7-8: 233-44.
- (1996). A New Look at the History and Classification of the Tai Language. Lan Xang Heritage Journal. 1(1),102-122.
- (2001). An overview of Tai-Kadai Language Spoken in Southern China. Lane Xang Heritage. 5,45-60.
- Chanthao, Rattana. (2011). Language Contact: Thai and Lao Languages of Laos. Mekong Society Journal. 7(3): 121-134.
- (2019). Lao Language Development. Khon Kaen: Khon Kaen University Press.
- Chazée, Laurent. (2002). The People of Laos: Rural and Ethnic Diversities. Bangkok: White Lotus.
- Enfield, N.J. (1999). Lao as A National Language. Laos Culture and Society, Evans, Grant. Ed.,259-290.

----- (2006). Lao Language Situation. Encyclopedia of Language and Linguistics, 6
Ed. by Keith Brown: Elsevier, 698 – 700.

----- (2007). A Grammar of Lao. Berlin and New York: Mouton de Gruyter.

Erickson, Blaine. (2001). "On the Origins of Labialized Consonants in Lao". Analysis based on T. Hoshino and R. Marcus (1981). Lao for Beginners: An Introduction to the Spoken and Written Language of Laos. Rutland and Tokyo: Tuttle.

Gedney, William J. (1972). A Checklist Determining Tones in Tai Dialect. Studies in Linguistics in Honor of George L. Trager. Ed. By M. Estellie Smith. The Hague: Mouton, pp. 423-473.

Kabmanivanh, Phouxay. (2017). Pattern and Consequences of Undocumented Migration From Lao PDR. to Thailand. Pholsena, Vathana Ed., 350-373.

Kingsada, Thongpheth. (2003). Language and Ethnic Classification in the Lao PDR. Language and Life Journal. 24-39.

Khonphrudprao, Orasa. (2002). English Loanword in Lao. Thesis in Linguistics, Mahidol University Press.

Li, Fang-Kuei. (1977). A Handbook of Comparative Tai. Oceanic Linguistics Special Publication. 15, Hawaii: The University Press of Hawaii.

Liamprawat, Suwattana. (2008). A Study of Dialect: Tai Language Family. Nakhonpathom: Silapakorn University Press.

Mallick, Sumana. (2018). Early Indian Languages: An Evolution Perspective. Asian Review of Social Sciences, 7(2), 2018, pp. 57-61.

Ngamchitchareon, Watchara. (2018). Pali-Sanskrit Words in Thai effect understanding of Buddhism. Journal of Buddhist Studies Chulalongkorn University, 25(1), 7-22.

Retrieved from <https://so02.tci-thaijo.org/index.php/jbscu/article/view/160882>

Pankhuenkhat, Ruengdet. (1998). Thai Linguistics. Nakhon Pathom: Mahachulalongkorn Ratchawitthayalai.

Unthanon, Kulyarat & Chanthao, Rattana. (2017). English Loanwords in the Lao Language.

Humanities and Social Sciences, 34(3), 82-99.

Dressler, Wolfgang U.(2005). Word-Formation in Natural Morphology. Handbook of Word-Formation. Pavol Štekauer Rochelle Lieber (eds.) Netherland: Springer.

Xayawong, Somseng. (2005). Study of Word Borrowing in the Lao Language. Vientiane: Manthatulat.