A Comparison of Signboard Names between Two Areas of Banglamphu and Siam Square: An Analysis of a Linguistic Landscape

การวิเคราะห์เปรียบเทียบป้ายชื่อธุรกิจการค้าในย่านบางลำพูกับย่านสยามสแควร์ : ภูมิทัศน์เชิงภาษาศาสตร์

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Abstract

Business name signboards play a role in representing the linguistic landscape of the commercial areas and create identity of the commercial areas. The researcher was interested in analyzing the outstanding characteristics of business name signboards in Banglamphu and Siam Square areas based on the linguistic landscape by applying the framework of analysis of Huebner (Huebner, 2009), as well as analyzing the comparison between both areas based on other types: type pf shop, size of business.

The results of this study were found that the elements of the linguistic landscape associated with business name signboards showed that the Banglamphu area was a commercial area that had tradition maintenance, tradition breaking, diversity in population, and globalization influence; for Siam Square area was a commercial area that had multilingual community, being modern and globalization influence., and also Siam Square area had educated population reflecting on the high educational competition. Moreover, Siam Square area had diversity in population and tradition maintenance which could be seen from the languages. This area showed the interesting dynamic of urban society. Studying public signboards could be evidence in Linguistic in the concept of Ecological society. An analyzing the signboards in places and data from interviewing group example or from questionnaire. led to descriptive research writing which showed the characteristics of urban society reflected through the public area.

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บทคัดย่อ

ป้ายชื่อธุรกิจการค้ามีบทบาทในการแสดงถึงภูมิทัศน์ทางภาษาของย่านการค้าและสร้างอัตลักษณ์ของย่านการค้า ผู้วิจัยจึงสนใจวิเคราะห์ลักษณะเด่นของป้ายชื่อธุรกิจการค้าในย่านบางลำพูและย่านสยามสแควร์ตามแนวภูมิทัศน์เชิงภาษาศาสตร์ โดยประยุกต์กรอบการวิเคราะห์ของ เฮอร์บเนอร์ (Huebner, 2009) ตลอดจนวิเคราะห์เปรียบเทียบทั้งสองย่านการค้าตามแนวประเภทอื่นๆ เช่นประเภทร้านค้า ประเภทขนาดของธุรกิจการค้า

ผลการวิจัยพบว่าองค์ประกอบของภูมิทัศน์ทางภาษาที่เกี่ยวข้องกับป้ายชื่อธุรกิจการค้าทำให้เห็นว่าย่านการค้าบางลำพูเป็นย่านการค้าที่มีความเป็นขนบนิยม มีความแห(ว)กขนบนิยม มีกลุ่มคนหลายระดับ และได้รับอิทธิพลกระแสโลกาภิวัตน์   สำหรับย่านการค้าสยามสแควร์เป็นย่านการค้าที่มีความเป็นชุมชนพหุภาษา มีความทันสมัย และได้รับอิทธิพลกระแสโลกาภิวัตน์ สยามสแควร์เป็นพื้นที่ของผู้ที่มีการศึกษาและสะท้อนให้เห็นการแข่งขันทางการศึกษา นอกจากนี้สยามสแควร์เป็นพื้นที่ที่มีคนหลายกลุ่มหลายระดับฐานะเข้ามาใช้พื้นที่ และยังคงความเป็นขนบนิยมแบบไทยอยู่ด้วยซึ่งเห็นได้จากภาษา เป็นย่านที่แสดงให้เห็นพลวัตของสังคมเมืองอย่างน่าสนใจ

การศึกษาป้ายตามสาธารณะสามารถเป็นหลักฐานทางภาษาศาสตร์เชิงสังคมนิเวศวิทยา โดยการวิเคราะห์ป้ายในที่ต่างๆ ประกอบกับข้อมูลที่ได้จากการสัมภาษณ์กลุ่มตัวอย่างหรือแบบสอบถามแล้วจะทำให้เห็นลักษณะเด่นของสังคมเมืองที่สะท้อนผ่านป้ายในพื้นที่สาธารณะได้

คำสำคัญ: ป้ายชื่อธุรกิจการค้า ภูมิทัศน์เชิงภาษาศาสตร์ ภาษาและวัฒนธรรม

Introduction

Business name signboard or shop name signboards are very important part of commercial advertising, especially in the commercial zones that business owners use signboards for advertising their business to stand out, to attract customer, and to create their own unique shops. In the daytime, these signboards get the light from the sun while in the nighttime, the sun light is gone, they are illuminated by artificial light instead. Thus, various lightings are used to illuminate billboards and shop signboards to stand out clearly from various angles. Using light to feature the shop signboards at nighttime is difference from the daytime Beauty of shop signboards depends on its neatness which make city image at nighttime more beautiful and attractive than the daytime. For example, in the commercial zones of Japan such as Shinjuku zone, Ginza zone, etc.

Most business name signboards and shop name signboards are an important part of making commercial zones more interesting. **Siam Square area** is an interesting commercial area because it is a major commercial area in the heart of Bangkok and it is always modish. There are many interesting characteristics of the business name signboards in Siam Square zone, they are information indicating the distinctive features in the commercial area. Siam Square zone is the most famous commercial center in Bangkok and located in the heart of Bangkok (Phansis Torsuwan, 2010:119). Siam Square is also an area that has been established for a long time, and this area changes all the time and has combination of Thai and international cultures. In addition to the outstanding location and conditions conducting businesses in Siam Square area, based on the preliminary survey, the researcher found that the business names and business name signboards have the interesting characteristics as follows: from the business names of the trades, a preliminary survey was found that there are many interesting features and language:

Onomatopoeic words related to the goods sold are used to be a shop names such as POK POK (it is name of papaya salad restaurant, which uses onomatopoeic word of chopping papaya to be the restaurant's name), Katak Kitchen (it is name of papaya salad with fired chicken restaurant, which uses onomatopoeic word of chicken to be the restaurant's name). In addition, some shops have named their shop name to have a rhyme such as Idin Klin Krok (it is name of papaya salad restaurant).

However, this issue has not been systematically studied and the researcher considers that it would be a new dimension in studying business names in Thai society.

In case of business name signboards, the researcher found that business name signboards in Siam Square area have different characteristics such as shop name, language, character used in signboards, and other elements. For example:

Fig. 1 Restaurant name "SOMTAMนัว",

It is combination of Thai standard words and local Thai words by using Thai-English characters in the restaurant name. This creates a novelty to facilitate foreigners to read English and may convey modernity of the restaurant.

From above example, the researcher has an opinion that business name signboards in this zone are different and indicate conditions of the community. Therefore, it is desirable to further study in the details and analyze the system using the concept of Linguistic Landscape (LL)[1] according to the framework of Thom Huebner (Thom Huebner 2009), which has applied the education framework from the Ethnography of SPEAKING of Dell Hymes (Dell Hymes, 1974) to be analyze the characteristics and elements of signboards.

Another important commercial area that is taken to compare with because of its interesting dimension: **Banglamphu area** witch it is an important commercial area in the past and is one of the oldest communities in Bangkok, located in the heart of the Rattanakosin Island. The researcher studied the trade signboards in the area of Banglumphu area to answer the research question of what consist in the main characteristics of commercial trade signboards in Linguistic landscape? And the affection to cause condition and landscape of Banglumphu?

More than the outstanding condition in location and commercial trading in Banglumphu, from preliminary survey, the researcher found that commercial signboards are interesting. From group of data in the name of commercial trade in preliminary research, it was found that there are interesting in main characteristics of language and meaning; the characteristic in naming commercial trade in short and compact name such as Sumalee, Taijong etc.

Moreover, the characteristic in language in writing the commercial trade signboard is also interesting. It was found that in trading area, many of commercial trade uses Chinese language such as Toh Kang gold shop. If thoroughly study, it should better show the relationship between name of commercial trade and trading area.

In case of business name signboards, the researcher found that business name signboards have different characteristic such as name of shops, language, characteristic of Letter in commercial trade signboards and other element as details below.

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[1] Analysis of language appearing in public area, considering that language in the signboard is indicative condition or characteristic of community's culture in which the language appears to be which group of inhabitants or users of that area in a cultural concept. It can be said that signboards and language in signboards are one of the characteristic of the community or that area.

Fig. 2 Business name signboard "ห้องอาหารไกรสีห์"

Name in Thai language and present in using characteristics of scribe or Thai letter in ancient Thai style under Thai language system and using wood as material.

Therefore, the researcher intends to study the name and commercial trade signboards in this area by applying the concept of Linguistic Landscape (LL). Linguistic Landscape analyzing language that appears in public area especially commercial trade signboards. The characteristics of language is symbolic, meanwhile studying in the name of commercial trade which appear in the signboards is also important because it is the study the way to create name of commercial trade in area of resource – meaning, language and main characteristic in create name reflect the main characteristic of that area of commercial trade. It is a symbolic study such as if study only the name of commercial trade without studying business name signboards, it would not understand why create the name in Thai but use the letter of other languages or using the look of trade signboards with creativity. So it is necessary to study the business name signboards.

Studying name of commercial and commercial signboards will bring to the conclusion of Linguistic Landscape of that area of trading. Studying commercial trade name will help to see the way to create the name of that trading area of which source or meaning does the name come from, which language is popular to be named, and any characteristic of other languages and how. The way to create this name should reflect the identity or characteristic of trade area. Meanwhile, name of commercial trade signboards is related with the name of commercial trade because it is present the name of commercial trade to public. Name of commercial trade is related to the thought in representing identities, but presenting the identity of commercial trade will be possible if there are written or create and present to public in the public area in the shape of commercial trade signboards. Therefore, commercial

trade signboard is the broadcast the name of commercial trade substantially. More than broadcasting of the name of commercial trade, the elements in commercial trade signboards such as type/language, type of letter, size of letter, mixing of language and letter, picture and symbol, etc. also help to create the linguistic landscape in the area of trading as well.

However, the researcher expected that the study of commercial trade signboard in this research will be benefit to the study of languages and Thai culture and benefit to the Metro Linguistics and be new approach of Thailand in analyzing Thai language and Linguistic under concept of Linguistic Landscape.

Objectives of Research

1) To comparatively analysis about the dominant features of business signboards in Banglamphu and Siam Square based on linguistic landscape theory.

2) To comparatively analysis these 2 businesses areas base on other reasons such as category of the store, business size.

Hypothesis

Business signs in these areas have unique identity on signboard's feature which reflect ways of life of people in the business area.

Research Methodology

1) Review of the Related Literatures

The researcher has gathered and studied related documents and researches as follows:

1.1) Related concept and theory is linguistic landscape theory.

1.2) Related articles and researches.

2) Collection of Data

2.1) Category of Data

In this research, the researcher uses both verbal language such as name/ message on business sign in important business areas and a Non-verbal language such as color, alphabets, alphabet emphasizing and sign on business sign in important business areas. Researcher has gather field collection of data by recording name of the business and has taken photo of business sign and by interview business owner or related person about the origin of business name and how to choose business sign to use for information analyzing in the next step.

2.2) Collection of Data

The researcher has collected name and sign of business in the big city that academician of linguistic landscape interested in because big city often clearly reflects the change of landscape. Researcher chose Bangkok, because Bangkok is capital city and it is the city that is the most progress city in Thailand, so Bangkok almost have business everywhere. In this research, researcher pick to study only in Banglamphu business area and Siam Square business area.

2.3) Interview

Besides taking photo of business signboards, research will interview person who knows about the name of the business or business signboards by in-depth interview from the origin, meaning and design of the business signboards from the collected data.

3) Data Analysis

Researcher analyzes data as follows:

3.1) Categorize business name such as apparel business, food business, grocery business, medical business.

3.2) Analyze business signboard based on Linguistic Landscape LL. Researcher has analyzed business signboard based on Linguistic Landscape LL. It is theory by Thom Huebner (Thom Huebner, 2009), the writer of "A Framework for the Linguistic Analysis of Linguistic Landscapes"

3.3) Comparatively analyze the difference between the 2 business areas.

3.4) Discuss relationship between business name / business signboards role and location/ composition of the business area.

3.5) Present to an expert for investigation, correction, organizing and research presentation.

3.6) Summarize, discuss and publicize the research.

Expected Benefits

1) Understand relationship between business names and business name signboards in the business areas and social contexts.

2) To be way of studying Thai language based on linguistic landscape.

3) To be way to analyze languages, thoughts and culture of metro linguistics.

4) Apply using with schooling of Thai language to ASEAN.

5) To develop knowledge and capabilities and to manage efficient learning that emphasizes on learner which is learning with study case and critical thinking which can be used to manage knowledge acquisition in subjects that help learners to be able to creatively solve problems including thinking capability development and can be practical used in daily life.

6) Stimulate interest to be able to continue research related to development toward learning with study case and critical thinking to develop capability in other way of the trainer and students in other courses.

7) Understand economic situation that affected by foreign country.

Conceptual Framework for Linguistic Landscape Analysis

The concept of linguistic landscape theory that researcher uses in this research is the concept of Thom Huebner (2009), he said that in recent years there are many academic studies on the linguistic landscape of many capitals around the world, but the problem is the selection of classification and linguistic analysis in linguistic landscape approaches is not systematic. (Thom Huebner, 2009: 70)

For this reason, Huebner has sought to provide analytical frameworks to help the study of linguistic landscape concepts more systematically. Huebner proposed that the conceptual framework "Ethnography of Communication" by Dell Hymes (1974) is a conceptual framework that can be applied to create an analytical framework for linguistic landscape research with eight elements:

S – Setting is the place or area where the signboards appear, the analysis focuses on the physical environment in which the signboards s is located, the shops or the buildings surrounding the community and includes the social environment.

P – Participants is receivers and senders, sometimes it may include people who are in the place where the communication occurred, in case that person influences the communication situation. For linguistic landscapes, it is important to consider who is taking part in the preparation and installation of the signboards, the signboards is designed to communicate with anyone and who is involved with that signboards.

E – Ends is the purpose, the purpose of the signboards s should be to consider what the signboards is intended for, such as the signboards of a business aimed to convey feelings and emotions, the sign board made to provide suggestions, persuade or notice to explain, or

waning signboards is aim to define the behavioral role of the relationship between the signboards maker and the signboards reader.

A – Act sequence is a sequence of information and elements in a signboard, which consists of two elements: the nature of the area where the image and text are located, and the order of each sort in the signboard.

K – Key is the use of distinctive language in the signboards.

I – Instrumentalities is the verbal and nonverbal communication of the signboards. In the part of verbal communication should consider in language, blended word and the font used. In addition, in the part of non-verbal communication should consider the font, size, symbol, shape (rectangle, round, oval or independent) and the color of the commercial business signboards.

N – Norm of Interaction and Interpretation is a well-known and accepted agreement about the behavior of participants during communication and agreement on the interpretation of substances in in various events. In each culture or event, communication may be different, such as the country has a policy of installing names in commercial business signboards in their own language.

G – Genre is a type of signboard such as signboards of the store, signboards, etc. The researcher found that the linguistic landscape framework of Thom Huebner (2009) was suitable for analyzing linguistic landscape as a guideline for study in commercial businesses name signboards that each element affects the landscape in the area or not.

Results

1) Comparing the remarkable features of business's signboards in two commercial areas according to Linguistic Landscape which shown in the following table.

LL analysis	Banglumphu area	Siam Square area
S	- Banglumphu area is an outstanding shopping center located in the heart of Bangkok. - Most buildings and stores still keep their identity observing from using a commercial name or a traditional signboard decoration. - These stores are mixed and not organized into a commercial area. Business signboard may show above the entrance of the stores or above the footpath. - Business signboards in Banglumphu area indicated this	- Siam Square area is an outstanding shopping center located in the heart of Bangkok. Siam Square community is under the supervision of Property management of Chulalongkorn University. - Siam Square area has a rectangle shape. The Buildings in Siam Square area can be divided into two types. 1) Shop house found in the pattern that two shop houses' back is adjacent,

	area has the monolingual policy.	and the shop house's front faces a road do the business. Another pattern is the back of a shop house close to the wall, and the front faces a road. Both patterns has 3-5 storeys. Stores have modern signboard decoration in order to attract people's attention. In the same time, some shops still keep their original unique observing from using a commercial name or a traditional signboard decoration. 2) high rise buildings, there are two high rise buildings. The first building is 11-storeyed Siamkit building. Inside the building, we can find various businesses but most of those businesses are tutorial schools. Another building is 18-storeyed Novotel hotel. Both two buildings have a modern style. - Business signboard may show above the entrance of the stores or above the footpath. Furthermore, researcher deems that managing shop's front promotes a notability and also indicates about business character.
P	- Most senders are Thai Chinese people, such as a group of customers, passers in Banglumphu area which consist of Thais, foreigners, students, workers, and travelers. Most of the customer groups are middle aged people (30-40 years old). Moreover, there are passers who work around this area.	- Senders are Business owners in Siam Square area. Most of them are Thai. However, there are some businesses having a foreigner owner. Receivers are a group of customers, Siam Square area's passers who consist of Thais, foreigner, students, workers, and travelers. Most customer groups are students. Other participants are passers who work around this area.
E	- The objective is to know people who are the owner the best. While, there is creating the commercial signboard, which is making the unique character of the business, showing how they differ from other businesses.	- The commercial objectives are to create the unique character to show how they differ from other businesses, to publicize, and advertise the products and services.
A	- Signboard's act sequence in communication should consider the feature of the space which having a text layout and a picture. - Arranging the signboard will emphasize the business name to be outstanding. - Thai letters are used in signboard the most.	- Signboard's act sequence of communication should consider the feature of the space which has a text layout and a picture. - Arranging the signboard will emphasize the business name to be outstanding. Using these elements in signboard showed that Siam Square area is the high competitive area. The business in this area, therefore, creates the notable

		character and presents by a signboard. Using other elements, such as a picture will help the receivers understand the business easier and faster. It depends on what that business sells or provides. - From the example, the signboard in the picture is associated with toys and souvenirs. Using the space on this signboard, there are also using the different font, cartoon drawing, and speech bubble. Besides, the name which imitated the address of the website CHONZA.com. The signboard is associated with the products which are cartoon character dolls in the shop.
K	- Creating the commercial name, found the business name which indicating a character of the business directly (Hard-sell), such as Jira Yentapho, Khaokang Bang Lamphu, Patongko more than creating the name which does not convey directly to a character of the business (Soft-sell). For example, using homograph, homophone, double meaning, ambiguity (Sherzer,2002: 2 refer in Siriporn Pakdeepasuk, 2004), or pun which can interpret two meaning which these two meaning are not associated. For example, the shop named Chanakarnphat can interpret into two meanings. First, it refers to the owner name. Another meaning is luck and success in doing business	- Creating the commercial name, found the business name which indicating a character of the business directly (Hard-sell), such as Justin KangkaengJeans (Jeans Business), Khaomankhai Kota(Food Business), Art-Hair (Hairdressing business) less than creating the name which does not convey directly to a character of the business (Soft-sell). - The researcher found the signboards in Siam Square area have many remarkable characters, such as alliteration, double words, simile, and homophone. For example, "Bumble Bee Pharmacy" the medicine business name played with the pronunciation by using homophone. "Yor Phu Ying" is the clothes business. The word " Yor" in the business name has two meanings. The first meaning is it refers to "ญ" a Thai alphabet. The second meaning is admiring a woman. "Err-or" shop played with the

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<td>homograph between "error" which means "mistake" and the shop name "Err-or" which is Thai word's pronunciation. A form in English of the shop named "Err-or" has a similar element to the word "error". It is different only dividing syllable in the word. " The Krouk" is Northeast food business. It indicated using the notable character, which is the cooking utensil to create the business name in order to make people understand that it is associated with Somtum. This sample used Synecdoche.</td>
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<td>- Languages used in signboard, Thai names is the most popular (208 names),the next is Thai-Chinese names(106 names) and other language names (94 names) as English names, Thai-English names consecutively. Thai commercial names are found the most in clothes business groups.
- Letters used in signboard arranges in consecutive order from high frequency to low frequency : 1) Thai letters (207 names) 2) Thai-Chinese letters (132 names) 3) Other languages letter, such as English letters and Thai-English letters (69 names). The signboard which uses the most Thai letters is the signboard of clothes business as the following picture :

The picture of Thainumsin Sappasinpa shop signboard
-The picture shows using Thai letters and only Thai language in the signboard.</td>
<td>- English names were found the most in Siam Square area (572 names), the next language is Thai name (162 names), Thai-English names (127 names), other language name (94 names), English-other language names (36 names), and last Thai-other language names (18 names) consecutively. English business names found the most in clothes business groups, such as KINK, Morning, and OMG.
- In Siam Square area, lots of English words were found. It may convey an international city and communicate to Thai people who understand English including foreigners who come to buy a product or service in this area.
- Letters used in signboard arranges in consecutive order from high frequency to low frequency: 1) English letters (678 names) 2) Thai-English letters (149 names) 3) Thai letters (109 names) 4) mixed languages letters (48 names) 5) numbers with letters (25 names).</td>
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		The picture of OMG shop signboard - The picture indicates using the new font of English letter which quite differs from the traditional font.
N	- The relevant laws and regulations are the Signboard Tax Act B.E. 2510 and the Signboard Tax Act (Amendment) B.E. 2534/ Rule of Office of the Central Company and Partnership Registration on the Company Limited and Partnership Registration, B.E.2554/ the Language Policy of Thailand. - As the regulations, it can analyze that the language policy in Thailand is a monolingual policy. - In Banglumphu commercial area appears that most shops use Thai language to name their shops, it is an outstanding characteristic of linguistic landscape of this business area according to the language policy, campaigning to use Thai language as a standard language or as a main language in communication.	- The relevant laws and regulations are the Signboard Tax Act B.E. 2510 and the Signboard Tax Act (Amendment) B.E. 2534/ Rule of Office of the Central Company and Partnership Registration on the Company Limited and Partnership Registration, B.E.2554/ the Language Policy of Thailand. - As the regulations, it can analyze that although Thailand has a language policy that supports using Thai language and builds a unity of people with the same language, it appears that in Siam Square commercial area, most shops use English language to name their shops, it is an outstanding characteristic of linguistic landscape of this business area, and it shows that this business area needs to be global and opens to foreign cultures in order to indicate level of their business.
G	- The majority of signboards are built according to tradition for keeping its primitiveness, and the minority of signboards are created for presenting products or services in order to attract the interest of customers or visitors.	- In Siam Square area there are more creative signboards than traditional signboards or common square signboards.

2) Comparative analysis of the two trading areas by other categories, such as type of business and size of business

The researcher will present the results of the business classifications that found in Banglumphu area to give readers an overview of the business in this area. Businesses in the Banglumpu area, where the researcher analyzed the business name signboards s, has a total of 408 businesses. The researcher will present two types of business classification, classified by type of business, and classified by size of business: Classified by type of business in Banglumphu area shows that the area is related to customer goods businesses. The type of business that appears most relevant to the business of selling gold, many signboards s of business that use Chinese characters shows that the people who come here are group of Thai people, Chinese people and Thai Chinese people. In addition, most of them are middle-aged people.

If considering by the size of business, it found that there are 3groups of business in Banglumphu: First, large business or franchise business is a business with more than 10 branches, which have total of 104 businesses in this area. Second, medium business or business that have many branches is the businesses that located in Banglumphu area or outside Banglumphu areas have no more than 10 branches, which have total of 120 business in this area. Third, businesses that appear only in the Banglumphu area is the business that has only one branch in Banglumphu area, which have total of 184 businesses in this area. The overview of the size of business that can be divided into 3 groups, as mentioned above, it show that this Banglumphu area is a commercial business area with many level investment such as large business or franchise business, medium business or business that have many branches and businesses that appear only in the Banglumphu area. These show that Banglumphu is an area where there are many organizations in many level types of businesses are interested in trading in this commercial business area and is an area where many levels and groups of people come to use the area.

The researcher will present the results of the classification of business that found in the Siam Square are have variety of types and sizes of business. In addition to business type in Siam Square, there are 1,009 names of businesses in Siam Square which are also very interesting. The researcher will present two types of business classifications, classified by type of business, and classified by business size. This data classification is an important part of the linguistic landscape because it shows the characteristics of the area and shows the activities that people are doing in the area. The researcher will use the results of the study to analyze

linguistic landscape. The results of study show that the apparel businesses have the highest frequency in the commercial business of Siam Square area, which have total of 405 businesses in this area.

The classification of commercial business has already made it clear that Siam Square has many important commercial businesses. For example, one reason that makes apparel businesses to be the most common business in Siam Square area is because clothing is an important factor that can be worn on various occasions, these show that the area of Siam Square is an area of people who interested in dressing. In addition to when considering the overview of the type of business, it can be said that this commercial business area is focused on consumer goods business. The businesses are inferior to the consumer goods business is health and beauty business, education businesses and entertainment business.

If considering by the size of business, it found that 3 groups of business in Siam Square: First, large business or franchise business is a business with more than 10 branches, which have total of 186 business in this area. Second, medium business or business that have many branches is the businesses that located in Siam Square area or outside Siam Square areas have no more than 10 branches, which have total of 529 businesses in this area. Third, businesses that appear only in the Siam Square area is the business that has only one branch in Siam Square area, which have total of 294 businesses in this area.

The top three frequencies of the commercial businesses in the Siam Square area are apparel businesses, jewelry& eyewear businesses and food & beverage businesses that include food ,Sweets/ Breads, Ice Creams and Beverages. These data show that Siam Square is an area for shopping and dining. In the case of the food business, Phansis Torsuwan (2010: 125) has described that "the business of food, snacks, and beverages are often required to stay in the market place because they are important for leisure and shopping, for Siam Square, it is the same way.

Classified according to the characteristics of the commercial businesses, it shows that the area of Siam Square is a commercial area, including convenience stores and retail stores. The several of investment levels, such as large business, medium business and businesses that appear only in the Siam Square area can reflect the living conditions of people who operate in Siam Square and customers who come to Siam Square. In particular, the largest number of medium businesses, representing the growing number of investors and business owners who started to expand business. Therefore, these maybe show that the group of customer is likely to be in middle class.

Linguistic Landscape that Reflects Identity from Commercial Signs in Both Commercial Areas

From this study, it can be said that linguistic landscape that emerged from commercial signboards in **Banglamphu area** are as follows: 1) _Tradition Maintenance:_ This feature can be found from lingual style in naming that maintains Thai identity e.g. marks and symbols in commercial signboards, for instance, an anointing mark by a monk on the sign that reflects Thai social practice, or a certifying symbol that assures the taste quality of the food, as well as components from S- Setting, condition of a commercial signboard, primitive designs found in some buildings, etc. 2) _Tradition Breaking_: This feature is reflected from the increasing of Chinese and English used in naming but still less that Thai using. This is according to commercial objectives in business identity. 3) _Diversity in Population_: It is found that there are various types of business that includes street stalls both shops and carts. Besides, there are Thai, Chinese, English, and on written on the commercial signboards, and it shows that there is diversity in population living in the area. 4) _Globalization Influence_: This can be found from communication method elements that require lingual skills in business naming. Even though there are language and legal policy in Thailand supporting and campaigning to use the sign that written in Thai, Many of business bodies in the area are foreign franchises.

Linguistic landscape that emerged from commercial signs in **Siam Square area** are as follows: 1) _Multilingual Community_: This remarkable feature is reflected from the letters selected to be used on a commercial signboard both in Thai and in English. Moreover, there are plenty of signs in English. Furthermore, when considering from Thai contexts, it can be found that Siam Square, in being a bilingual community, is an important feature that make this commercial area outstanding apart from other areas in Bangkok and in Thailand. 2) _Being Modern_: This feature is reflected by language usage in naming which English is highly used, and the speech play in business naming is innovative and ultramodern like Err-or, The BTS, etc. Furthermore, the decoration both interior and around the shops are focused on innovation. These features are according to business objectives in identity creation of such business. 3_)_ _Globalization Influence_: This can be seen from communication method elements in business naming of which English is the most used, even though there are language and legal policy in Thailand supporting and campaigning to use the signboard that written in Thai. Additionally, many of business bodies in Siam Square are foreign franchises. 4) _Educated Population:_ This feature is reflected from business naming that English is the most used, and there are a huge numbers of English letters featured on the signboards. The high frequency of using English

names and letters shows that people in the area are educated. Besides, business name analysis shows that many names consist speech play, both Thai and English like Err-or. The nature of business owners selecting to name their business tactically by this method approves that the owners believe that the customers of people who pass by have well language education, so they can understand the meaning and notice the potential feature from the business name there. 5) *High Academic Competition*: It is noticed from there are two business groups, including tutorial institution and school group, and book and stationery store group, while in communication attendance according to a commercial signboard in Siam Square area, there are school students and university students. These components show that Siam Square is extracurricular source and reflects the educational competition in Thai society as well. 6) *Tradition Maintenance*: This feature can be seen from naming that maintain Thai identity like Somjai, Jutaros, etc. and marks and symbols in commercial signboards, for instance, an anointing mark by a monk on the sign that reflects Thai social practice, a trademark that certifies taste quality of the food like "Shell Chuan Chim" that shows primitive, trust, and belief in MR Thanadsri Sawasdiwat, a gourmet expert, as well as components from S- Setting, condition of a commercial sign, primitive designs found in some buildings, etc. 7) *Diversity in Population*: This can be seen from "Settings" or location that appears as modern tall buildings with car park building and parking lot, while there are street stall businesses, both shops and carts. Besides, the researcher has found that, from language usage in commercial signboards, there is English used, and speech play both in Thai and English. This indicates that some of Siam Square population are educated. However, the research also has found that some of commercial signs contain simple Thai like Tam Korat Rotded, Somjai, etc.

From the commercial signboard study, it indicates that commercial signs are the maker of remarkable feature or linguistic landscape for each area evidently.

Disscussion and Conclusion

In this article, the researcher has focused on the remarkable features of signboards in two business areas as per linguistic landscaping. The result from 8-communication component analysis of commercial signboards in Siam Square according to Linguistic Landscape (LL) by Thom Huebner (Thom Huebner, 2009) can be said that all of 8 components in "SPEAKING" boundary affect the landscape construction of the commercial area. When comparing to Banglamphu area where primitive trading cultures and traditions are shown, Siam Square represents areas that reflecting Thai society and cultures which open to accept foreign culture,

both from the West and the East, and is a center for the diversity of mixed culture, as well as Urban dynamics.

Public sign study can be an evidence in Ecological Society Linguistic, for the signboard analysis and presentation that the result is merged with information from the sample group interview or survey will lead to description research that signifies remarkable feature of city society reflected through public signboards.

There is a research study of Melissa L. Curtin (**Melissa L. Curtin, 2009**) named "Languages on Display:" Indexical Signs, Identities and the Linguistic Landscape of Taipei" which focused on relationship among indexical signs, identities and the linguistic landscape of Taipei. Taipei is much interesting for its cultural adaptation, political language, and transnational, as well as quick national identity. In some area of Taipei, there are signs written in other languages besides Chinese. It is clearly seen that the using of various languages apart from Chinese shows social conditions, and politic of each nation affects the shop sign making.

The researcher highly hope that this research papers can help the readers seeing the importance or the role of language in a new dimension as a maker of a landscape significance for a neighborhood or an area, as well as a method in language study in city social contexts afterwards.

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