CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the theories of code, code-mixing and code-switching, types of code-mixing, types of code-mixing in Facebook users’ update status, social Network, and Social Media.

2.1 Code

Code is part of language which is used in communication between two or more people. According to Wardhaugh (2006:87), code can be used to refer to any kind of system that two or more people employ for communication. There are two kinds of code, namely code-switching and code-mixing.

2.1.1 Code-switching

Code-switching is the mixing of words, phrases and sentences from two distinct grammatical (sub) systems across sentence boundaries within the same speech event (Bokamba, 1989). It means that Code-switching implicates two or more languages in one dialogue. For instance, when a Thai student talks to an Indonesian student, she/he will speak in Bahasa. At the same time, when her/his friend from Thailand also talks to her/him,
she/he will switch the language to Thai. Code-switching is done to make the conversation between two or more people clear. Furthermore, according to Musyken (2000:1), code switching will be reserved for rapid succession of several languages in a single speech event for reasons which will make clear.

2.1.2 Code-mixing

Code-mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence (Musyken, 2000:1). It means that in Code-switching, the speaker mixes words, phrases and clauses of different languages in a conversation between two or more people. For example, the word “Hello” and “Oh my God” is often inserted in some languages which English is not the first language. Furthermore, Bokamba (1989) states that code-mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand.

2.1.3 Types of Code-mixing

According to Muysken (2000), there are three types of code mixing they are insertion, alternation, and congruent lexicalization.
a. In the Insertion pattern, one language determines the overall structure into which constituents from the other language are inserted.

For example:

Sayahanyamau walk around didekatrumah

(I only want to walk around near the house.)

b. In the Alternation Pattern, both languages occur alternately, each with their own structure.
For example:

Sekarang, come forward Rifhan.
(Now, come forward Rifhan.)

c. In the third type of Code-mixing, Congruent Lexicalization, the grammatical structure is shared by languages A and B, and words from both languages A and B are inserted more or less randomly.

A|B
For example:

Ide bagus, visit beaches in Karimunselama 3 hari will make me happy.

(Good idea, visiting beaches in Karimun for 3 days will make me happy.)

2.2 Types of Code-mixing in Facebook Users’ Update Status

Code mixing in Facebook users’ update status has three types, namely The Insertion Pattern, The Alternation Pattern and Congruent Lexicalization. These following examples are code mixing found in the researcher’s Facebook timeline:

a. The Insertion Pattern

1. วันนี้ฉันมี meeting กับเพื่อน (January 10, 2017)

   Today, I have a meeting with my friend.

2. ทุกครั้งที่ฉันมอง keyboard,ฉันจะเห็นคุณและฉันตลอด (January 25, 2012)

   Every time I look at the keyboard, I always see U and I together.

   In this example the word order is as in Bahasa, including the phrase มิตติ้ง ‘meeting’, คีย์บอร์ด ‘keyboard’.

b. The alternation pattern

1. Stop, ฉันต้องการอยู่คนเดียวในห้อง. (December 22, 2016)

   Stop, I want to be alone in my room.
2. **Oh my God!** เธอสวยมาก.  (December 12,2016)

**Oh my God!** She is so beautiful.

In those examples each language stretches, whether English or Thai, has its own language-specific syntax and morphology, with neither language providing an overall structural frame for the utterance.

c. **The congruent lexicalization**

1. **Good idea** ไปเที่ยวทะเล **Patong** วันที่ให้ฉันมีความสุข.  (Mar 02, 2017)

    (Good idea, visiting beaches in **Patong** for 3 days will make me happy.)

2. **我喜欢海鲜** **seafood** 因为它 **so good.**  (Mar 02, 2017)

    (I like to eat **seafood** because it is **so good**.)

2.3 Social media

Social media websites are not necessarily about meeting new people online, although this does happen. Instead, they are primarily about connecting with friends, family and acquaintances you already have in real life. The most well-known social media sites are Facebook, Twitter, Instagram and LinkedIn. These sites allow you to share photos, videos and information, organize
events, chat, and play online games. (Murray and Waller, 2007).

There are six kinds of media,

a) Social Networks. These sites allow people to build personal web pages and then connect with friends to share content and communication. The biggest social networks are MySpace, Facebook, and Bebo.

b) Blogs. Perhaps the best known forms of social media, blogs are online journals, with entries appearing with the most recent first.

c) Wikis. These websites allow people to add content to or edit the information on them, acting as a communal document or database. The best-known wiki is Wikipedia, the online encyclopedia which has over 2 million English language articles.

d) Podcasts. It is audio and video files that are available by subscription, through services like Apple iTunes.

e) Forums. It is areas for online discussion, often around specific topics and interests. Forums came about before the term “social media” and are a powerful and popular element of online communities.
f) Content communities. It is communities which organize and share particular kinds of content. The most popular content communities tend to form around photos (flickr), bookmarked links (del.icio.us) and videos (YouTube).

g) Microblogging. It is a social networking combined with bite-sized blogging, where small amounts of content (‘updates’) are distributed online and through the mobile phone network. Twitter is the clear leader in this field.

2.4. Social network

The social network is a part of social media that use for communication. Boyd and Ellison (2007) state that Facebook is a social networking site (SNS) that connects people with friends and others who work, study and live around them are far away from them. Furthermore, the use of social networks is to interact such as instant messaging, email, video, and voice chat, file sharing, blogging and discussion groups (ScanSafe, 2008). According to Mayfield (2008), the biggest social network are MySpace, Bebo, Google+ (Plus), LinkedIn, Facebook.

a. MySpace.com

Furthermore, MySpace differentiated itself by regularly adding features based on user demand and by allowing users to
personalize their pages. MySpace has built a lot of its popularity around its music services. There are said to be over three million bands and musicians registered on it, trying to attract a fan base from the 200 million registered accounts (Boyd, 2006).

b. Bebo.com

Bebo.com is one of the most popular social networking sites with young people in the United Kingdom and in Ireland. Bebo.com allows their users to set up an online profile, share media, builds a network of contacts and to keep in touch with existing friends and new contacts (Mayfield, 2008).

c. Google+.com

Google+ (Google plus) is Google’s latest attempt at social networking. Google+ is currently an invitation-only service that delivers functionality and many features similar to those of Facebook. According to Roberts (2011), Google Plus (or Google+) is a brand-new social media network using all the latest in web software.

d. LinkedIn.com

HubSpot.com (2011) states that LinkedIn is a social network with over 53 million users that enables you to make better use of your professional network and help the people you trust in return. It’s no secret that LinkedIn is great place to network professionally,
post and find jobs, and answer questions and build thought leadership.

e. **Facebook .Com**

Facebook is one of Social Network which provides multiple add-in functions (e.g., virtual pets, online games, the wall, virtual gifts) that facilitate users to customize their own interface on Facebook. In addition, Facebook provides a special function called “News Feed” that allows users to browse their friends’ movement on Facebook. Furthermore, Facebook is one of social media which is really popular in Thailand. Thus, it causes some of Thai Facebook users do code-mixing when they interact with others or and update their status on Facebook. According to Bunloet, et al. (2010), in Thailand Facebook has become the most popular social networking site and the number of the Facebook users with age of 18-24 is approximately 1,350,320.

Furthermore, Das and Gamback (2013) state that the increased use of the Internet enables many Thais to have more chances to interact in English with others in verbal and textual forms. In social media, non-English speakers do not always use Unicode to write in their own language, they use phonetic typing, frequently insert English elements (through code-mixing and Anglicisms), and often mix multiple languages to express their
thoughts, making automatic language detection in social media
texts a very challenging task. It means that in social media,
especially Facebook, Thais not only use Thai language but also
frequently insert English.