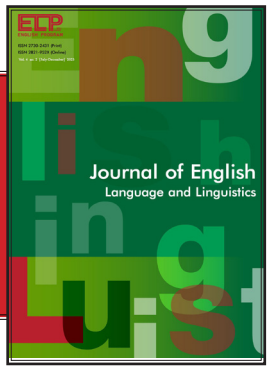
JEL
Journal of English Language and Linguistics
Vol. 7 No. 1 (January–April) 2026
ISSN:2730-2431 (Print)
ISSN:2821-952x (Online)



Code-switching in Thai Podcast Discourse on YouTube: Types and Pragmatic Functions in *People You May Know* (PYMK)

Wanida Nuanmueang[1], **Rutthaphak Huttayavilaiphan**[2*]
[1]*University of Phayao, Phayao, Thailand*
[2]*University of Phayao, Phayao, Thailand*

APA Citation:
Nuanmueang, W., & Huttayavilaiphan, R. (2026). Code-switching in Thai podcast discourse on YouTube: Types and pragmatic functions in People You May Know (PYMK). *Journal of English Language and Linguistics, 7*(1), 19-39. https://doi.org/10.62819/jel.2026.1853

Received: February 19, 2026
Revised: March 20, 2026
Accepted: March 27, 2026

Abstract

This article examines Thai–English code-switching in Thai podcast discourse on YouTube by describing the distribution of switching types and the pragmatic functions associated with English resources in naturally occurring talk. The dataset comprises five high-visibility episodes of *People You May Know* (PYMK), selected from the channel's most-viewed episodes at the time of data collection. Using a mixed qualitative–quantitative approach, code-switching instances (N = 65) were coded for switching type (intra-sentential, inter-sentential, and tag switching) and primary pragmatic function (emphasis, clarification, quotation/reporting, humor, and identity/stance, with one overlap case). The results show that intra-sentential switching occurs across all sampled episodes, whereas inter-sentential and tag switching are less consistently distributed. Systematic type–function alignments are observed within this high-visibility subset: inter-sentential switching clusters with quotation/reporting, while tag switching is associated with humour as stance punctuation. Given the modest quantitative scope (five episodes; N = 65), the quantitative component is treated descriptively, and claims are framed as patterns within this high-visibility subset rather than as population-level generalisations. These alignments suggest that code-switching supports interactional organisation in three ways: embedded English tokens frequently package stance (emphasis and identity/stance), bounded English units support footing shifts into quotation/reporting, and short tags function as humour-oriented stance punctuation that can project alignment. Overall, the analysis suggests that English in PYMK is used not only for lexical insertion but also for interactional work such as strengthening stance, providing compact labels, foregrounding

* Corresponding author.
E-mail address: rutthaphak.hu@up.ac.th

reportable material, and framing talk for an overhearing audience in digitally mediated, public-facing discourse.

Keywords: bilingual discourse, code-switching, digital media, pragmatic functions YouTube podcasts

Introduction

YouTube has become a major venue for public communication in Thailand, with large-scale adoption and reach, including an estimated 47.6 million YouTube users (ad reach) in early 2025 (DataReportal, 2025). Among the wide range of genres available on the platform, Thai podcasts published on YouTube constitute a particularly revealing site for examining contemporary language practices because they combine features of casual conversation with the conditions of media production and circulation (Androutsopoulos, 2014; Herring, 2015). Episodes are recorded for an indefinite audience and shaped by visibility metrics (e.g., views, likes, comments), and talk is often designed to be both intimate and entertaining; conditions that intensify audience orientation and "overhearing" effects (Bell, 1984; Marwick & Boyd, 2011). In such contexts, Thai speakers routinely draw on multilingual resources, especially English, to perform stance, signal affiliation, and manage how talk will be received by co-present participants as well as by viewers (Androutsopoulos, 2014; Du Bois, 2007).

Thai–English code-switching in everyday discourse is not new, but digital podcast talk highlights it in ways that are sociolinguistically and pragmatically significant (Auer, 1998; Gumperz, 1982). In podcast interaction, speakers frequently alternate between serious talk and comedic performance, between narrative and evaluation, and between locally grounded references and globally circulating popular culture (Androutsopoulos, 2014; Herring, 2015). English resources can function as concise "high-portability" items; short evaluatives, idioms, and labels that are easily recognisable and quotable, and thus well suited to circulation in clips, captions, or comment discourse (Bell, 1984; Marwick & Boyd, 2011). These resources may appear as single words embedded within Thai grammatical frames, as short tags used to punctuate stance, or as longer English stretches deployed to enact quoted speech or stylised personae (Auer, 1998; Gumperz, 1982). Research on Thai media discourse has likewise documented systematic English–Thai mixing, supporting the relevance of Thai media genres for investigating the forms and functions of English resources in Thai-based talk (Kannaovakun & Gunther, 2003).

Despite extensive scholarship on code-switching, some work continues to treat switching primarily as a structural phenomenon (i.e., where a switch happens) or as a stable indicator of social identity (i.e., what a language "represents"). Such approaches risk overlooking the interactional and sequential organisation through which switching becomes meaningful in specific moments of talk (Auer, 1998; Gumperz, 1982). In mediatized settings like YouTube

podcasts, this limitation becomes especially salient because participants are not only conversing but also performing, and their language choices are shaped by publicness and audience design (Androutsopoulos, 2014; Bell, 1984). Code-switching may therefore be systematically deployed to design punchlines, to display stance compactly, to frame discourse segments for viewers, and to manage footing shifts (e.g., moving from narrator voice into enacted voice) (Auer, 1998; Du Bois, 2007).

This study examines Thai–English code-switching in *People You May Know* (PYMK), a popular Thai podcast programme published on YouTube. The analysis aims to document (1) what types of code-switching occur in a small but high-visibility subset of episodes and (2) what pragmatic functions these switches serve in interaction. The study draws on descriptive typologies of switching (intra-sentential, inter-sentential, and tag switching) while treating switching as an interactional resource whose function is evidenced in sequential placement and uptake (Auer, 1998; Gumperz, 1982). By combining distributional coding (types/functions) with excerpt-based analysis, the study contributes to English linguistics by treating English not only as a "borrowed lexicon" but as an interactional resource embedded in the pragmatic organisation of Thai digital talk (Androutsopoulos, 2014; Du Bois, 2007).

The study addresses the following research questions:

1. What types of Thai–English code-switching occur in the selected PYMK episodes?
2. What pragmatic functions are associated with these switches in the talk?
3. How does code-switching contribute to the interactional organisation of stance, alignment, and footing in YouTube podcast discourse?

Literature Review

1. Structural Typologies of Code-Switching

A foundational line of code-switching research distinguishes switching by its structural position (Gardner-Chloros, 2009; Myers-Scotton, 1993; Poplack, 1980). A widely used descriptive typology differentiates (1) intra-sentential switching, where switching occurs within a clause or sentence, often as lexical insertion or mixed constituents; (2) inter-sentential switching, where the switch occurs across clause or sentence boundaries; and (3) tag switching, where short formulaic units—such as discourse markers, tags, or pragmatic appendages—are inserted into otherwise monolingual stretches (Gardner-Chloros, 2009; Muysken, 2000; Poplack, 1980). These categories are pragmatically relevant because different structural positions can afford different interactional possibilities (Auer, 1998; Gardner-Chloros, 2009). For instance, intra-sentential insertions can be smoothly integrated into ongoing turn construction, whereas inter-sentential switches can mark stronger frame shifts that stand out as performative units (Auer, 1998; Goffman, 1981). In this study, code-switching refers to the use of recognisably English linguistic material within predominantly Thai talk (and vice versa where applicable), treated as interactionally meaningful alternation rather than merely etymological borrowing.

At the same time, structural typologies have limitations if they are treated as explanatory in themselves. The same switching type can serve diverse pragmatic functions depending on the sequential environment, participant roles, and the action being accomplished (Auer, 1998; Gumperz, 1982). A single English adjective embedded in Thai talk may function as a neutral descriptor in one sequence, an intensifier in another, and an ironic stance marker in a third. For this reason, structural classification is best treated as a starting point for identifying patterns, to be complemented by discourse and interactional analysis (Auer, 1998; Gardner-Chloros, 2009; Gumperz, 1982).

2. Functional Motivations and Pragmatic Work

Functional approaches address why speakers switch and what communicative work switching accomplishes (Gardner-Chloros, 2009; Gumperz, 1982; Myers-Scotton, 1993). In this article, the focus is on pragmatic functions in context (what switching does in talk) rather than on inferring speakers' underlying motivations. Commonly proposed functions include emphasis, clarification, quotation, topic shift, mitigation, and identity marking (Gardner-Chloros, 2009; Gumperz, 1982; Myers-Scotton, 1993). In many contexts, code-switching can index social meanings such as prestige, expertise, modernity, cosmopolitanism, or group membership (Bucholtz & Hall, 2005; Heller, 1995). However, pragmatic and discourse-oriented scholarship emphasises that such indexical meanings are not fixed properties of a language code; rather, they are locally accomplished in interaction and become visible through participants' orientations and uptake (Auer, 1998; Bucholtz & Hall, 2005; Gumperz, 1982). Evidence for these locally produced meanings may include laughter, alignment, correction, repetition, metacommentary, or other responses that display how recipients interpret the switch (Auer, 1998; Gumperz, 1982).

In contemporary digital discourse, English resources frequently appear as compact stance devices. Short English evaluatives and labels can compress meaning into easily recognisable forms, often linked to globalised popular culture and internet registers (Androutsopoulos, 2014; Herring, 2015). Items such as cringe, respect, awkward, random, or literally can function as stance summaries and intensifiers precisely because they are brief, quotable, and widely circulated (Androutsopoulos, 2014; Du Bois, 2007). Importantly, these tokens can be deployed sincerely, ironically, or playfully (Androutsopoulos, 2014). In entertainment talk, English may also be used for stylised voicing, allowing speakers to perform a persona or enact a quoted voice, cueing frame shifts and comedic incongruity (Auer, 1998; Goffman, 1981). This pattern can also be situated within broader Southeast Asian multilingual repertoires, where English circulates alongside local languages through mobility and media, shaping pragmatic resources in public-facing discourse.

3. Interactional and Sequential Perspectives

Interactional approaches foreground the organisation of talk-in-interaction. From this perspective, the meaning of a switch is not fully captured by structural position or by broad social stereotypes about languages; instead, meaning emerges from sequential placement (when a switch occurs), participant roles (who uses it and toward whom), and uptake (how others respond) (Auer, 1998; Gumperz, 1982). Switching can mark boundaries between activities (e.g., shifting from narration to evaluation), project specific responses (e.g., laughter, agreement), and manage footing (e.g., moving into reported speech or stylised enactment) (Auer, 1998; Goffman, 1981).

For example, a switch may be placed at a punchline position to invite laughter; it may occur as a repair solution during word search; or it may function as a metadiscursive label that frames the next stretch of talk (e.g., recap, plot twist). Such interactional functions are often displayed through co-participants' immediate reactions, including affiliative laughter, agreement tokens, or expansions that treat the English item as a recognisable stance resource (Auer, 1998; Du Bois, 2007; Gumperz, 1982). It can also contribute to audience design by packaging talk in ways that anticipate overhearing audiences (Bell, 1984; Marwick & Boyd, 2011).

In this study, three interactional terms are used in a specific, pragmatics-informed sense. Stance refers to the public display of evaluation and positioning that invites (or resists) co-participant alignment (Du Bois, 2007). Alignment refers to participants' displayed orientation toward one another's actions and stances (e.g., affiliative responses such as agreement, laughter, or supportive uptake), which can be projected through stance markers and response-relevant cues in talk (Sidnell & Stivers, 2013). Footing refers to shifts in participation framework and speaker roles, such as moving from narrator voice into quoted or reported voice (Goffman, 1981). These concepts guide the interpretation of how code-switching contributes to interactional organisation beyond structural categorisation.

4. Mediatized Talk, Publicness, and Audience Design

YouTube podcasts occupy an intermediate position between private conversation and broadcast media. Participants are co-present and engaged in turn-taking, yet the talk is designed to be recorded, edited, and circulated; conditions widely discussed in research on digital discourse and mediatization (Androutsopoulos, 2014; Herring, 2015). This creates a form of "double address," where speakers design talk for both co-present participants and an indefinite viewing audience, consistent with accounts of style and code choice as audience-oriented (Bell, 1984). Platform publicness and context collapse can intensify the pragmatic role of English resources in such settings (Androutsopoulos, 2014; Marwick & Boyd, 2011). Short English tokens can become especially effective because they are memorable and portable across clips, thumbnails, captions, and comment uptake, and because they can mark moments as performative rather than purely conversational (Androutsopoulos, 2014; Bell, 1984).

In Thai digital environments, English forms part of a broader repertoire that includes Thai politeness norms, relational styles, local slang, and globalised internet language. Studying Thai–English switching in YouTube podcasts can therefore contribute to English linguistics by showing how English functions pragmatically in a non-Anglophone setting where it is neither the default medium nor a rare foreign insertion, but a strategic resource embedded in local interactional practices (Androutsopoulos, 2014; Herring, 2015).

5. Research Gap and Contribution

Although Thai–English mixing has been documented in various domains, there remains a need for research that connects systematic patterning (types and functions) with close analysis of interactional mechanisms in naturally occurring digital talk (Auer, 1998; Gardner-Chloros, 2009). Some studies emphasise classification without demonstrating sequential consequences, while others provide rich qualitative commentary without reporting distributions that support pattern claims (Auer, 1998; Gardner-Chloros, 2009). The present study addresses this gap by coding switching instances for type and function across a small set of high-visibility episodes and by providing excerpt-based analyses that show how English resources contribute to stance, humour, and discourse management in mediatized interaction (Androutsopoulos, 2014; Du Bois, 2007; Herring, 2015). The contribution is thus both descriptive; documenting patterns in a Thai YouTube podcast genre, and explanatory, showing how switching is mobilised as interactional practice shaped by mediatized publicness (Androutsopoulos, 2014).

Data and Methods

1. Research Design

This study adopts a mixed qualitative–quantitative design. Quantitatively, it reports the distribution of Thai–English code-switching by (1) switching type and (2) pragmatic function across five selected episodes. Qualitatively, it uses excerpt-based analysis to illustrate how switches operate as interactional resources in local contexts of podcast talk. The analysis is best characterised as interactionally informed discourse analysis rather than strict conversation analysis, as the transcription is primarily orthographic with selective interactional cues included for pragmatic interpretation. Quantitative distributions were derived from prior qualitative coding of each switching instance for type and pragmatic function.

2. Data Source and Sampling

The dataset consists of five high-visibility episodes of People You May Know (PYMK) on YouTube. *People You May Know (PYMK)* is the programme title used by the channel/series and is distinct from platform recommendation terminology. Episodes were selected purposively using view-based visibility as a criterion. The goal is analytic description of switching patterns in a high-circulation subset rather than statistical generalisation to all episodes or Thai podcasts.

Table 1

Dataset Overview

Episode code	YouTube episode title	Views (Approx.)	Duration	Notes (topic)
EP50	PYMK EP50 ฮิตเลอร์ กระแสจิตปีศาจ เสียงเพรียกเตือนจากประวัติศาสตร์ที่มนุษยชาติควรเรียนรู้	3.0M	00:58:00	Adolf Hitler / modern history
EP64	PYMK EP64 บูเช็กเทียน ฮ่องเต้หญิงคนเดียวของจีน	3.0M	00:59:59	Wu Zetian / Chinese history
EP4000	PYMK EP4000 คริสตินา แซ่แต้ ชีวิตจริงตามพงศาวดาร	2.8M	01:35:35	"Christina Sae-tae" / viral biography-style episode
EP37	PYMK EP37 เอลิซาเบธที่ 1 เจ้าหญิงนอกสายตา ราชินีผู้ยิ่งใหญ่และความรุ่งโรจน์ของอังกฤษ	2.6M	00:47:47	Elizabeth I / British history
EP93	PYMK EP93 ควีนวิกตอเรีย ราชินีชุดดำ อังกฤษในยุคที่ตะวันไม่เคยตกดิน	2.5M	01:37:37	Queen Victoria / British Empire

2.1 Data Collection, Visibility Metrics, and Episode Metadata

At the time of data collection (October–November 2025; view counts and durations recorded on 29 November 2025), publicly displayed view counts and video durations were recorded for each episode. Because YouTube metrics change continuously, view counts are treated in this study as approximate indicators of platform visibility rather than stable measurements. The selection of "most-viewed" episodes is therefore used as a pragmatic sampling criterion to capture high-circulation content likely to reflect recognisable programme styles and performance practices, while acknowledging that visibility is shaped by platform dynamics and may not correspond to representativeness. The study's goal is analytic description of code-switching practices within this high-visibility subset, not statistical generalisation to all PYMK episodes or Thai podcasts.

In addition to visibility, episode-level metadata were logged to support transparent interpretation. Each episode was assigned an episode code (EP50, EP64, EP4000, EP37, EP93) to ensure consistent referencing across the dataset log, tables, and extracts. Basic contextual notes (topic domain, e.g., modern history, Chinese history, British monarchy) were also recorded because topic genre can plausibly shape discourse activities such as narration, evaluation, and quotation/reporting. These metadata enable readers to interpret episode-level variation alongside the aggregate patterns reported in the Results section. The total duration of the five episodes is approximately 5 hours 59 minutes (5:58:58).

2.2 Rationale for Sampling and Scope of Claims

The view-based sampling strategy is analytically appropriate for the present study for two reasons. First, high-visibility episodes constitute a consequential subset of public-facing media discourse: they are widely accessed and therefore likely to circulate as a recognisable "voice" of the programme. Second, the selection criterion yields episodes that share a broadly comparable interactional format (extended host/guest talk with narrative exposition), which supports cross-episode comparison while still allowing topic-based variation to be discussed.

Nevertheless, the study makes a limited scope claim: the patterns reported should be interpreted as characteristic of the selected episodes and their discourse conditions, rather than as general properties of Thai YouTube podcasts or Thai bilingual practices in general.

The study does not claim statistical representativeness. Instead, adequacy is approached analytically: patterns are considered robust when they recur across multiple episodes and are supported by converging evidence from distributional tables and illustrative extracts. The dataset is therefore treated as sufficient for documenting recurring type–function patterning within the selected high-visibility subset.

3. Unit of Analysis and Identification of Switching Instances

The unit of analysis is a code-switching instance, defined as an identifiable English segment (word/phrase/clause) that occurs within predominantly Thai talk and contributes to the meaning or action of the utterance. Each instance is logged with episode code, timestamp, speaker, the utterance containing the switch, and the assigned codes (type and function). The dataset contains N = 65 instances.

When more than one English segment occurred within the same Thai utterance, segments were counted as separate instances only when they constituted distinct switches with an identifiable function (e.g., separate labels or stance tokens). Simple repetition of the same token within the same immediate clause was not double-counted unless it served a new interactional role.

3.1 Transcription Procedure and Conventions

Episodes were transcribed orthographically with the primary purpose of identifying English segments embedded in predominantly Thai talk. All five episodes were transcribed in full, and code-switching instances were identified from the complete transcripts rather than selected segments. Thai utterances were transcribed in Thai script, while English segments were transcribed in Roman script. The transcription prioritises lexical realisation of English switches rather than phonetic detail. However, limited interactional cues were recorded when they were directly relevant to pragmatic interpretation, such as laughter following a humorous tag, hesitation/repair environments around an English insertion, or explicit framing of a quoted line as reported speech. This selective inclusion helps preserve the connection between coding decisions and the local interactional context without requiring full conversation-analytic transcription for the entire dataset.

For the presentation of extracts, the manuscript uses a consistent formatting protocol to increase readability and evidential transparency. Each extract includes (1) episode code, timestamp, and speaker role (host/guest where identifiable); (2) the Thai utterance containing the English segment; (3) bold formatting to mark the switched English material; and (4) an English translation. Translations aim to preserve pragmatic force (e.g., emphasis, stance, humour framing) rather than to provide fully idiomatic renderings, and bracketed clarifications are used sparingly when required for comprehension. In the extracts, switched English material is bolded

in the Thai line, and translations are provided with language labels (TH line / EN translation) so that code-switching remains visible to readers.

3.2 Decision Rules: Code-Switching Vs. Borrowing/Proper Nouns

Distinguishing code-switching from conventionalised borrowings and proper nouns is a recurring methodological challenge in Thai–English research. To ensure consistency, the study applied the following decision rules.

First, an item was included as code-switching when (1) the English form was clearly recognisable as English in the local context and (2) it contributed to the utterance's interactional or pragmatic work, such as stance display, emphasis, humour framing, quotation/reporting, or metadiscourse. This includes cases where English appears as a compact stance token, a label-like term used to tighten reference, or a bounded reported unit introduced as a "sentence/line" or as the name of an event.

Second, an item was excluded when an English-origin form functioned as a conventionalised Thai borrowing with no salient "Englishness" for the participants in the local sequence, or when it was a proper noun used purely referentially (e.g., names, brands, titles) and did not appear to be deployed performatively (such as being framed as quoted/cited talk). If a proper noun or established expression was presented as a bounded, report-like unit in narration (e.g., "it was called X"), it was treated as code-switching under the quotation/reporting category. For example, bounded English units explicitly framed as reportable material (e.g., introduced as "the sentence/line…" or "it was called…") were included and coded as inter-sentential switching under quotation/reporting. By contrast, purely referential proper nouns and conventionalised items without salient "Englishness" in the local sequence were excluded unless they were used performatively (e.g., as quoted/cited talk).

Third, borderline items were explicitly flagged during coding and revisited in a second pass. Borderline status was assigned when an item could plausibly be interpreted either as a conventional borrowing or as code-switching. Borderline items were included in the final dataset only when the surrounding context supported their interactional salience (e.g., the English term was framed as a label, emphasised, treated as a quote-like unit, or used as stance punctuation). Any recoding decisions made during the second pass were documented in the dataset log to preserve an audit trail.

3.3 Illustrative Borderline Decisions (Audit Examples)

To make the decision rules more transparent, the following examples illustrate how borderline cases were handled. First, when an English-origin form is widely used in Thai media discourse, it was counted as code-switching only if its "Englishness" was interactionally salient in the local sequence. For instance, when an English item is framed as a recognisable label or treated as a highlighted term (e.g., produced with explicit metalinguistic framing such as "it is called X"), it was included as code-switching because it performs labeling or quotation/reporting work rather than functioning as an unmarked Thai lexical item. By contrast, if a similar English-

origin item is used purely referentially without any indication of salience, emphasis, or metadiscursive framing, it was treated as a conventionalised borrowing and excluded.

Second, the distinction between inter-sentential and tag switching was operationalised by syntactic and interactional independence. Short exclamations and discourse particles such as oh my god or anyway were coded as tag switching when they functioned as detachable stance punctuation and did not constitute a full propositional unit. In contrast, a longer bounded English unit treated as a reportable "line," a citation, or the name of an event (e.g., introduced as "the sentence/line that…," or "it was called…") was coded as inter-sentential because it is produced as an independent, report-like unit within Thai narration. These examples illustrate how structural form and local discourse framing jointly guided consistent coding.

4. Coding Scheme

4.1 Switching Type (Three Categories)

Each instance was coded as one of three switching types:

- Intra-sentential switching: English is embedded within Thai syntactic structure, typically as single words or short phrases integrated into a Thai clause/utterance.
- Inter-sentential switching: English occurs as a bounded, stand-alone unit inserted into Thai discourse, often treated as reportable or citation-like material (e.g., introduced as "the sentence/line…" or "it was called…").
- Tag switching: English appears as a short, detachable tag or discourse particle/exclamation that punctuates stance or affect and is not itself a full propositional unit (e.g., Oh my god, anyway), typically turn-final or as a brief interjection.

Switching types in the present study were operationalised using Poplack's (1980) descriptive categories (intra-sentential, inter-sentential, and tag switching). Muysken (2000) is discussed in the literature review as broader background on bilingual mixing, but the type coding reported in the Results follows Poplack's typology for consistency.

To maintain consistency, short exclamations and discourse particles (e.g., Oh my god, anyway) were coded as tag switching, whereas longer bounded English units framed as quoted/cited discourse (e.g., introduced as "the sentence/line…" or "it was called…") were coded as inter-sentential switching.

4.2 Pragmatic Function

Each instance was coded for a primary pragmatic function based on the immediate conversational role of the switch (emphasis, clarification, quotation/reporting, humour, and identity/stance). An overlap category (Clarification/Emphasis) was used only when both functions were equally salient and inseparable in the same segment. For reporting clarity, each instance was assigned one primary function; the overlap case (N = 1) is reported separately in Table 3 to avoid inflating either Clarification or Emphasis counts.

4.3 Primary Function Assignment and Overlap Handling

Because pragmatic functions can overlap in naturally occurring talk, the study assigns one primary function to each instance for reporting clarity. Primary function assignment was guided by the immediate conversational role of the English segment: whether it functions mainly as an intensifier (emphasis), a label or specification device (clarification), a bounded reported unit (quotation), a reaction/performative cue (humour), or a stance-positioning resource (identity/stance). When two functions were plausible, the primary function was chosen based on which action the English segment most directly supports in the local utterance. Only one instance in the dataset was treated as a genuine overlap case (Clarification/Emphasis), reserved for cases where both functions are equally salient and inseparable within the same segment.

4.4 Excerpt Selection Criteria

Extracts were selected using two criteria. First, they were chosen to represent the most frequent functions and to reflect the dominant type patterns observed in the frequency tables (e.g., intra-sentential emphasis and clarification, inter-sentential quotation/reporting, tag-switching humour). Second, excerpts were selected to provide sufficient local context for interpreting pragmatic function (e.g., presence of framing such as "the sentence/line…," or the positioning of a tag as turn-final stance punctuation). The goal of excerpt selection is therefore not to maximise the number of examples, but to provide representative illustrations that make the coding logic transparent and allow readers to evaluate functional interpretations. In this paper, an instance refers to a single coded occurrence of a switch, whereas an extract is a short transcript segment presented to illustrate instances in context. Because extracts are kept brief for readability, many extracts contain one focal instance rather than extended stretches of talk.

5. Reliability and Transparency

Coding was conducted using a dataset log that records each instance with episode code, timestamp, speaker role (where identifiable), transcript snippet, switching type, and pragmatic function. To strengthen transparency and internal consistency, the dataset log was reviewed in a second pass, focusing on (i) borderline cases (borrowing vs. switching), (ii) consistency of type assignment (especially inter-sentential units vs. tags), and (iii) cases where multiple pragmatic functions were plausible. Any adjustments were documented in the dataset log as an audit trail. Inter-coder reliability was not calculated in the present study; this remains a methodological limitation. Future work should include an independent coder and report agreement (e.g., percent agreement and/or Cohen's kappa (Cohen, 1960)) to strengthen reproducibility, alongside the audit-trail procedures used here. The first and second passes of coding and audit were conducted by the researcher. Functional interpretations should therefore be read as analytically motivated coding decisions supported by transparent rules, audit trail documentation, and extract evidence.

5.1 Normalisation and Comparability

Because episodes differ in duration and amount of talk, the present article primarily reports raw counts and episode totals for transparency. In the present study, normalised rates per minute are reported using episode durations; however, rates per 1,000 words are not computed because episode-level word counts were not calculated. Normalisation would help distinguish whether differences across episodes reflect topic/genre effects or simply differences in episode length and speech density. Approximate total word counts were not computed in the present study; future work can compute instances per 1,000 words using episode-level word counts to strengthen normalised comparisons. Episode durations allow switches-per-minute reporting; corresponding rates are presented in the Results section for cross-episode comparability.

As a simple normalised indicator, switching density is also reported as instances per minute using episode durations. Across the dataset, the overall rate is approximately 0.18 instances per minute (65 instances across ~359 minutes). Episode-level rates are: EP50 ≈ 0.29/min (17/58), EP64 ≈ 0.30/min (18/60), EP4000 ≈ 0.06/min (6/96), EP37 ≈ 0.23/min (11/48), and EP93 ≈ 0.13/min (13/98). These descriptive rates do not imply statistical differences but provide a more comparable view of switching density across episodes of different lengths.

6. Data Management and Availability

All coded instances are stored in a dataset log with timestamps and coding labels. While the present article reports aggregate distributions and selected illustrative extracts, the log allows the analysis to be checked against the original episodes. Because the data are drawn from publicly accessible videos, the dataset log can, in principle, be made available in anonymised form (e.g., without unnecessary personal references) upon request, subject to ethical considerations and journal policies.

7. Ethical Considerations

The dataset is drawn from publicly accessible YouTube videos. Excerpts are presented only as needed to support analysis. The study focuses on language practices rather than personal information.

Results

Across the five selected episodes of *People You May Know* (PYMK), N = 65 Thai–English code-switching instances were identified and coded for switching type and pragmatic function. Given small cell counts in some categories (e.g., tag switching n = 4), quantitative findings are interpreted descriptively, and no inferential statistical testing is performed.

1. RQ1: Switching Types

In this dataset, intra-sentential switching is the dominant type (51/65; 78.5%), followed by inter-sentential switching (10/65; 15.4%) and tag switching (4/65; 6.2%). This indicates that English

most commonly appears as embedded lexical material within Thai talk rather than as extended English stretches.

Table 2

Switching Types across Selected PYMK Episodes (frequency)

Episode	Inter-sentential	Intra-sentential	Tag switching	Total (N)
EP50	4	13	0	17
EP64	2	15	1	18
EP4000	0	4	2	6
EP37	2	9	0	11
EP93	2	10	1	13
Total	**10**	**51**	**4**	**65**

To support cross-episode comparability, switching density was also calculated as instances per minute using episode durations. Across the dataset, the overall rate is approximately 0.18 instances/minute (65 instances across ~359 minutes). Episode-level rates are shown in Table 3.

Table 3

Switching Density (instances per minute)

Episode	Total instances	Duration (min)	Instances/min
EP50	17	58.00	0.29
EP64	18	59.98	0.30
EP4000	6	95.58	0.06
EP37	11	47.78	0.23
EP93	13	97.62	0.13
Overall	**65**	**358.97**	**0.18**

Inter-sentential switching is most clearly visible when speakers insert a bounded English unit that is treated as quoted or cited discourse within Thai narration. For instance, in EP37 the guest presents a historically recognisable line as a stand-alone English unit (Extract 1). A similar pattern appears in EP93 where a full English sentence is reported as cited content (Extract 2). Inter-sentential switching is also used to introduce a named historical event in English, presented as a bounded unit ("it was called…"), as shown in EP50 (Extract 3). Together, these examples illustrate that inter-sentential switching in this dataset frequently takes the form of quotation-like or report-like English units embedded in Thai storytelling.

A brief micro-analysis illustrates why quotation-like switching is interactionally salient in this dataset. In Extract 1, the Thai framing "ประโยคที่ว่า…" projects the next unit as reportable discourse and licenses a bounded English quotation, functioning as a footing shift from narrator voice to reported voice. In Extract 3 ("it was called…"), the bounded English unit operates as a named-event label that crystallises the narrative as a reportable historical reference. This supports the interpretation that inter-sentential switching is closely tied to quotation/reporting practices in historical narration, even without full CA-style turn-by-turn transcription.

Extract 1 (EP37, 13:06, Guest) — Inter-sentential (Quotation)

Guest: *...นั่นก็ประโยคที่ว่า* ***the queen is dead, long live the queen***
Translation: "*…**that is the sentence: the queen is dead, long live the queen***."

Extract 2 (EP93, 20:17, Guest) — Inter-sentential (Quotation)

Guest: *...บอกว่า* ***she not only feel her chair she fell the room***
Translation: *"...**and it said: she not only feel her chair she fell the room**."*

Extract 3 (EP50, 30:50, Guest) — Inter-sentential (Quotation)

Guest: *คืนนั้นมีชื่อว่า* ***the night of the long knives***
Translation: *"**That night was called the night of the long knives**."*

In contrast, intra-sentential switching occurs across all episodes and typically involves single English items or short phrases embedded within Thai utterances. This pattern allows speakers to maintain Thai turn construction while inserting English as a compact resource. Examples include English verbs or phrases integrated into Thai syntax (Extracts 4–5), as well as embedded labels used for clarification (Extract 6) and stance/positioning (Extract 7). Additional intra-sentential examples include clarification work through metalinguistic labeling (Extract 8) and category/stance marking (Extract 9).

Extract 4 (EP37, 28:41, Guest) — Intra-sentential (Emphasis)

Guest: *ประกอบกับ* ***Pope*** *ที่* ***excommunicate*** *แล้วนางบอกอีหยังวะ*
Translation: "***Together with the Pope who excommunicated [her], she was like 'what is this?'***"

Extract 5 (EP37, 13:38, Guest) — Intra-sentential (Emphasis)

Guest: ***back to back*** *ครั้งแรกแล้วน่าจะครั้งเดียว*
Translation: *"**Back to back—the first time, and likely the only time**."*

Extract 6 (EP93, 36:41, Host) — Intra-sentential (Clarification)

Host: *ตาม* ***requirement*** *ทุกอย่าง*
Translation: *"**In line with every requirement**."*

Extract 7 (EP50, 1:56, Guest) — Intra-sentential (Identity/stance)

Guest: *...เราจะไม่* ***Glorify*** *...*
Translation: *"...**we will not glorify [him/that]**..."*

Extract 8 (EP93, 05:43, Guest) — Intra-sentential (Clarification)

Guest: ...*ที่เรียกว่า* ***in line*** *ใช่ไหมครับ*
Translation: *"...****what is called in line, right?"***

Extract 9 (EP64, 30:07, Guest) — Intra-sentential (Identity/stance)

Guest: ...*มีความเป็น* ***feminists*** ...
Translation: *"...****there is a feminist [orientation/stance]****..."*

Finally, tag switching is comparatively rare and appears as short stance-punctuating items such as *Oh my god* or *anyway*. These tags function as brief affective or humorous cues rather than extended English talk, and they are typically detachable from the clause (Extracts 10 and 11). Embedded humour can also occur within intra-sentential switching (e.g., Extract 12), but tag switching in this dataset is characterised by short exclamations or discourse particles rather than integrated lexical insertions.

Extract 10 (EP4000, 5:20, Host) — Tag switching (Humour)

Host: ***Oh my god*** *ชอบมากการเปรียบเปรย*
Translation: *"****Oh my god, I really like that comparison****."*

Extract 11 (EP64, 45:13, Guest) — Tag switching (Humour)

Guest: ...*มาเป็นกองกำลัง อะ* ***anyway***
Translation: *"...****it became a force, anyway****."*

Extract 12 (EP37, 34:11, Guest) — Intra-sentential (Humour)

Guest: ...*ฉันก็สามารถที่จะ* ***spy on her*** *ได้*
Translation: *"...****so I can spy on her****."*

2. RQ2: Pragmatic Functions

Across the dataset, the most frequent pragmatic functions are Emphasis (20/65; 30.8%) and Clarification (16/65; 24.6%), followed by Identity/stance (14/65; 21.5%). Quotation accounts for 8/65 (12.3%), while Humour accounts for 6/65 (9.2%). One instance was coded as Clarification/Emphasis (1/65; 1.5%).

Table 4

Pragmatic Functions across Selected PYMK Episodes (frequency; N = 65)

Episode	Emphasis	Clarification	Clarification/Emphasis	Quotation	Humour	Identity/stance	Total (N)
EP50	6	5	1	1	0	4	17
EP64	6	2	0	3	2	5	18
EP4000	1	1	0	0	2	2	6
EP37	3	3	0	2	1	2	11
EP93	4	5	0	2	1	1	13
Total	**20**	**16**	**1**	**8**	**6**	**14**	**65**

To avoid duplication, illustrative extracts are presented in the switching-type section (RQ1) and are referenced here by extract number. Clarification is frequently realised through English labels that tighten reference or provide a compact term, such as requirement and in line (see Extracts 6 and 8). Emphasis involves compact English insertions that intensify a point, for example back to back (see Extract 5). Quotation/reporting is concentrated in bounded, citation-like English units embedded in Thai narration (see Extracts 1–3). Humour/play is often cued through short reaction tags (e.g., Oh my god, anyway) or brief playful insertions (see Extracts 10–12). Finally, Identity/stance is visible where English items position speakers or encode evaluative stance and social categorisation, such as Glorify and feminists (see Extracts 7 and 9).

3. RQ3: How Type Aligns with Pragmatic Work (Type × Function)

The cross-tabulation indicates systematic alignment between switching form and pragmatic work. Inter-sentential switching clusters strongly with quotation/reporting (7 of 10 inter-sentential instances), suggesting that when English is produced as a bounded unit, it is frequently treated as reportable or citation-like material in Thai narration (see Extracts 1, 2, and 3). The remaining inter-sentential instances fall under clarification-related functions (2 Clarification and 1 Clarification/Emphasis overlap), indicating that bounded English units may also serve as label-like or report-framing resources in narration. Tag switching, by contrast, is exclusively associated with humour in this dataset (4 of 4 tag-switching instances), consistent with the use of short exclamations or discourse particles as humour-oriented stance punctuation rather than propositional content (see Extracts 10 and 11). Intra-sentential switching is the most multifunctional type and accounts for the majority of instances overall (n = 51). Within intra-sentential switching, the highest concentrations are Emphasis (n = 20) and Identity/stance (n = 14), indicating that embedded English items frequently function as compact stance-bearing resources integrated into Thai turn construction (e.g., Extracts 4–5 for emphasis and Extracts 7 and 9 for identity/stance). Intra-sentential switching also supports Clarification (n = 14) through label-like terms that tighten reference (e.g., Extracts 6 and 8), while only a small number of intra-sentential cases are coded as Quotation (n = 1) and Humour (n = 2) (e.g., Extract 12), reflecting that quotation-like units and humour-oriented stance tags are more typically realised through inter-sentential switching and tag switching, respectively.

Table 5

Switching Type × Pragmatic Function (frequency; N = 65)

Type / Function	Emphasis	Clarification	Clarification/Emphasis	Quotation	Humour	Identity/stance
Inter-sentential (n = 10)	0	2	1	7	0	0
Intra-sentential (n = 51)	20	14	0	1	2	14
Tag switching (n = 4)	0	0	0	0	4	0

Taken together, the observed alignments suggest that code-switching contributes to interactional organisation in three ways: embedded English tokens frequently package stance (emphasis and identity/stance), bounded English units support footing shifts into quotation/reporting, and short tags function as stance punctuation that can project alignment (e.g., humour-oriented reactions that invite affiliative uptake within the ongoing talk).

4. Summary of the Findings

Overall, PYMK code-switching is predominantly intra-sentential, indicating that English is typically integrated into Thai turn construction as compact lexical material. Pragmatically, English most frequently serves emphasis and clarification, with substantial use for identity/stance. Quotation is concentrated in inter-sentential switches, whereas humour is concentrated in tag switching and a small number of intra-sentential humorous items.

Discussion

1. English as a Pragmatic Resource Rather Than "Just Borrowing"

The results suggest that English in PYMK functions primarily as a pragmatic resource embedded in Thai interaction, rather than merely as lexical borrowing. The dominance of intra-sentential switching (51/65; 78.5%) indicates that English is typically integrated into Thai turn construction in a way that preserves Thai as the matrix of interaction while enabling speakers to deploy short, high-impact English items. This pattern supports interactional accounts in which the meaning of code-switching is best explained through sequential placement and local context rather than structural classification alone (Auer, 1998; Gumperz, 1982). For example, stance-bearing items such as Glorify (EP50 1:56) and excommunicate (EP37 28:41) are not used simply to name objects; they function as lexical choices that package evaluation and position the speaker within the ongoing discourse.

2. Type–Function Alignment and Interactional Affordances

A key contribution of the dataset is the strong alignment between switching form and pragmatic work. Inter-sentential switching is closely associated with quotation/reporting (7 of 10 inter-sentential instances), suggesting that producing a bounded English unit frequently functions as a footing shift into enacted or cited voice (Goffman, 1981). Episodes on the British monarchy illustrate this especially clearly: the quoted phrase the queen is dead, long live the queen (EP37 13:06) functions as a historically recognisable line and gains interactional salience precisely

because it is delivered as a delimited English unit embedded in Thai narration. Tag switching shows an even clearer alignment: all tag switches are coded as humour (4/4). Reaction tokens such as Oh my god (EP4000 5:20; EP4000 28:58) and anyway (EP64 45:13) punctuate talk at moments of affect, surprise, or playful stance, functioning as concise cues that frame the moment as humorous or lightly performative. These patterns reflect the interactional affordances of tags: because they are brief and turn-compatible add-ons, they can index stance without requiring extended English talk.

A brief vignette illustrates how quotation-like inter-sentential switching can function as a footing shift. In Extract 1, the Thai framing "ประโยคที่ว่า…" explicitly projects the next unit as reportable discourse and licenses the insertion of a bounded English line. The quoted English unit is not merely informational; it functions as a shift in speaker role from narrator to reporter of a culturally recognisable line, thereby reorganising participation in the narrative. This supports the interpretation that inter-sentential switching in the dataset is closely tied to quotation/reporting and to footing management in historical storytelling.

3. Why Emphasis and Clarification Are Dominant Functions

Emphasis and clarification together account for more than half of all coded functions (Emphasis 30.8%; Clarification 24.6%, plus one overlap case). This distribution suggests that English items are repeatedly mobilised to (1) increase intensity and (2) supply compact labels that tighten reference. In EP50, for example, A warning history… (2:14) displays a move from Thai explanation to an English label that crystallises meaning, illustrating how bilingual resources can package a concept succinctly.

Emphasis uses are similarly revealing. The phrase back to back (EP37 13:38) functions as an intensifier-like expression that heightens the perceived uniqueness or markedness of the historical claim being narrated. Such cases are consistent with the view that English in Thai digital talk can operate as a salient stance marker: compact and recognisable, it adds rhetorical punch without shifting the overall language of interaction.

4. Mediatized Publicness and Audience Design in YouTube Podcast Talk

Because PYMK is produced for YouTube, speakers are likely oriented not only to co-present participants but also to an indefinite viewing audience. This "double address" encourages the packaging of talk into recognisable, quotable units and may amplify the use of short English tokens that "travel well" in circulation (Androutsopoulos, 2014; Bell, 1984; Marwick & Boyd, 2011). In this dataset, English appears in positions where talk becomes performative and portable: quotable lines in historical reporting (inter-sentential quotation), compact evaluatives/labels (intra-sentential stance and clarification), and reaction tags (Oh my god, anyway) that punctuate affective stance. From this perspective, English can be understood as part of a mediatized repertoire that supports performance, memorability, and audience-oriented framing.

An additional consideration concerns the genre/topic profile of the sampled episodes. Because the dataset is dominated by history- and biography-oriented narratives (e.g., monarchies, historical events), speakers have frequent occasion to cite set phrases, report historically recognisable lines, and introduce English names for events or concepts. This discourse ecology plausibly increases the salience of quotation/reporting and bounded English units (e.g., Extracts 1–2 and 3) relative to what might be expected in other podcast topics such as lifestyle talk, interpersonal advice, or contemporary commentary. Rather than treating quotation density as a general property of Thai YouTube podcast discourse, the present findings suggest that type–function alignments are partly shaped by the interactional tasks of historical narration. Future work could test this interpretation by comparing the current history-oriented subset with episodes from contrasting topical domains, thereby assessing how stable the observed quotation clustering is across genres.

5. Research Contribution and Implications

This study contributes by linking systematic patterning (counts by type and function) with excerpt evidence that demonstrates how English switches operate in local sequential contexts. The cross-tabulation provides an empirical basis for the claim that switching forms align with different kinds of interactional work, strengthening the argument beyond purely illustrative examples. More broadly, the findings have implications for how English in Thai digital media is conceptualised: rather than functioning primarily as extended language choice or isolated lexical borrowing, English appears as compact, strategically placed resources that support stance packaging, quotation/reporting, and audience-oriented framing in mediatized talk. Taken together, the analysis supports an interactional view of code-switching in which English becomes meaningful through sequential placement and uptake, and where platformed publicness can amplify the salience and "portability" of particular English tokens.

Limitations of the Study and Recommendations for Future Research

Two constraints should be foregrounded when interpreting the results. First, the dataset is limited to five episodes selected by view count, so the patterns reported here should be treated as characteristic of a high-visibility subset rather than representative of the full PYMK catalogue or Thai podcasts more generally. Second, episode comparisons are based on raw counts; because episodes vary in duration and amount of talk, future work should add corpus-level metadata (e.g., total word counts per episode) and report normalised rates (e.g., switches per 1,000 words or per minute) to strengthen cross-episode comparability. Methodologically, functional coding inevitably involves interpretive judgement, and reliability would be improved by multi-coder procedures and the reporting of inter-coder agreement (e.g., Cohen's kappa (Cohen, 1960)), particularly for borderline cases such as conventionalised borrowings versus code-switching. Finally, while the current study focuses on production in the episodes, future research could extend the analysis to reception by examining comment uptake and quoting

practices to test whether the English tokens identified as "portable" in talk also become salient points of audience evaluation and circulation.

Conclusion

This study investigated Thai–English code-switching in five high-visibility episodes of *People You May Know* (PYMK) on YouTube, combining frequency-based patterning with excerpt-based analysis. The findings show that code-switching is predominantly intra-sentential, indicating that English is most often integrated into Thai turn construction as short, embedded resources rather than produced as extended English stretches. Pragmatically, English is used most frequently for emphasis and clarification, with substantial use for identity/stance, while quotation/reporting is concentrated in inter-sentential switches and humour is strongly associated with tag switching. Taken together, these results support an interactional interpretation of English in Thai YouTube podcast discourse as a flexible pragmatic resource that helps speakers package stance, foreground quotable reported material, and frame talk for both co-present participants and an overhearing audience in a mediatized setting.

References

Androutsopoulos, J. (2014). Mediatization and sociolinguistic change: Key concepts, research traditions, open issues. In J. Androutsopoulos (Ed.), *Mediatization and sociolinguistic change (pp. 3–48)*. De Gruyter. https://doi.org/10.1515/9783110346831.3

Auer, P. (Ed.). (1998). *Code-switching in conversation: Language, interaction and identity.* Routledge.

Bell, A. (1984). Language style as audience design. *Language in Society, 13*(2), 145–204. https://doi.org/10.1017/S004740450001037X

Bucholtz, M., & Hall, K. (2005). Identity and interaction: A sociocultural linguistic approach. *Discourse Studies, 7*(4–5), 585–614. https://doi.org/10.1177/1461445605054407

Cohen, J. (1960). A coefficient of agreement for nominal scales. *Educational and Psychological Measurement, 20*(1), 37–46. https://doi.org/10.1177/001316446002000104

DataReportal. (2025). *Digital 2025: Thailand*. https://datareportal.com/reports/digital-2025-thailand

Du Bois, J. W. (2007). The stance triangle. In R. Englebretson (Ed.), *Stancetaking in discourse: Subjectivity, evaluation, interaction (pp. 139–182)*. John Benjamins Publishing Company. https://doi.org/10.1075/pbns.164.07du

Franzke, A. S., Bechmann, A., Ess, C., & Zimmer, M. (Eds.). (2020). *Internet research: Ethical guidelines 3.0*. Association of Internet Researchers. https://aoir.org/reports/ethics3.pdf

Gardner-Chloros, P. (2009). *Code-switching*. Cambridge University Press.

Goffman, E. (1981). *Forms of talk*. University of Pennsylvania Press.

Gumperz, J. J. (1982). *Discourse strategies*. Cambridge University Press.

Heller, M. (1995). Code-switching and the politics of language. In L. Milroy & P. Muysken (Eds.), *One speaker, two languages: Cross-disciplinary perspectives on code-switching (pp. 158–174)*. Cambridge University Press.

Herring, S. C. (2015). Computer-mediated discourse 2.0. In D. Tannen, H. E. Hamilton, & D. Schiffrin (Eds.), *The handbook of discourse analysis (2nd ed., pp. 127–151).* Wiley. https://doi.org/10.1002/9781118584194.ch6

Jefferson, G. (2004). Glossary of transcript symbols with an introduction. In G. H. Lerner (Ed.), *Conversation analysis: Studies from the first generation (pp. 13–31)*. John Benjamins Publishing Company. https://doi.org/10.1075/pbns.125.02jef

Kannaovakun, P., & Gunther, A. C. (2003). The mixing of English and Thai in Thai television program. *Manusya: Journal of Humanities, 6*(2), 66–80.

Krippendorff, K. (2018). *Content analysis: An introduction to its methodology* (4th ed.). SAGE Publications. https://doi.org/10.4135/9781071878781

Lombard, M., Snyder-Duch, J., & Bracken, C. C. (2002). Content analysis in mass communication: Assessment and reporting of intercoder reliability. *Human Communication Research, 28*(4), 587–604. https://doi.org/10.1111/j.1468-2958.2002.tb00826.x

Markham, A., & Buchanan, E. (2012). *Ethical decision-making and internet research: Recommendations from the AoIR ethics working committee (Version 2.0).* Association of Internet Researchers. https://www.aoir.org/reports/ethics2.pdf

Marwick, A. E., & Boyd, D. (2011). I tweet honestly, I tweet passionately: Twitter users, context collapse, and the imagined audience. *New Media & Society, 13*(1), 114–133. https://doi.org/10.1177/1461444810365313

Muysken, P. (2000). *Bilingual speech: A typology of code-mixing*. Cambridge University Press.

Myers-Scotton, C. (1993). *Social motivations for codeswitching: Evidence from Africa*. Clarendon Press.

Patton, M. Q. (2015). *Qualitative research & evaluation methods* (4th ed.). SAGE Publications.

Poplack, S. (1980). “Sometimes I’ll start a sentence in Spanish y termino en español”: Toward a typology of code-switching. *Linguistics, 18*(7–8), 581–618.

Sidnell, J., & Stivers, T. (Eds.). (2013). *The handbook of conversation analysis*. Wiley-Blackwell.