"Bully" in Thai context: A Semantic Componential Analysis

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Abstract

The aim of the present paper is to investigate the semantic components of the word "bully" as an English loanword in Thai. The data is collected from the contextually situated text: news on the most visited news & media website in Thailand, sanook.com/news. The findings have shown that semantic components of the word "bully" in Thai news are based off two criteria: subject matters and contexts other than subject matter. The word "bully" in Thai news still retains the two main ideas of bullying: imbalance of power and consistency of bullying behavior. However, the subject matter composed as the essential senses of the word "bully" is a far cry from how the word "bully" is referred to an act of bullying in the western world. There are some localized semantic components of the word "bully" in Thai news, used to fit the mainstream norms in the Thai society.

Keywords: Componential Analysis, bullying, bully in Thai context, online news

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1. Background of the study

The Department of Mental Health, Thailand reports that Thailand is ranked 2nd as a country with the highest bullying cases, second to Japan (Mummongsit, 2020). Bullying, in present, consists of traditional bullying and cyberbullying. The awareness about bullying is growing significantly; however, the very definition of the terminology is still not exactly established since there are many aspects in an act of bullying. Thus, giving a one succinct definition is a challenging task. Criteria for giving a definition of the terminology are proposed in many areas of scholar articles (e.g., sociology, public health, human rights, adolescent health). In spite of complexity in giving definition, most of the existing literature associate bullying with power imbalance i.e., unequal social and physical power between the bully and the victim.

According to Mummongsit (2020), Bullying is also a major concern in Thai society, especially in educational institutions. In Thai, the terminology is used as a loanword, and it is casually used when referring to an act of bullying. Bullying can be translated in Thai as *Kan Klaeng* or *Kan Rangkae (Mummongsit, 2020).* As a loanword, the meaning of the word "bully" might be refined or redefined to fit the context of the Thai society. It has raised a question if the main sense of meaning of the word "bully" remains in Thai or not.

To investigate the essential sense of meaning in a word in a particular language, semantic componential analysis is a potential tool to use for an analysis. Also, to understand the main sense of meaning of a word, studying the occurrence of it in a contextually situated text can show how the word is referred to; what are the contexts of the text in which the word is quoted. News is a good source of data since it is published on behalf of a news publisher or news website; it provides enough context to interpret how the word is used. Therefore, the present paper investigates the semantic components of the word "bully" occurring in Thai news. The present paper gives an analysis of semantic components of the word "bully" by interpreting the contexts of the news in which the word appears. The present paper also discusses whether the semantic components of the English loanword in Thai "bully" retains its original sense of meaning as well as extending the sense of meaning in this word.

2. Literature review

2.1 Definition of Bully

According to Aalsma & Brown (2008), bullying revolves around power imbalance. Therefore, the fundamental semantic component of the word "bully" must include [POWER IMBALANCE]. Power imbalance concerns the social power between the perpetrator and the victim in an act of bullying, causing the victim's inability to fight back. Moreover, Giavrimis (2020) also mentions that power imbalance is also involved with physical power. Power

imbalance is a core element in bullying used to distinguish it from other acts of violence and aggression.

Traditional bullying consists of three components, Olweus (1996) cited in Aalsma & Brown (2008) and Hellstrom and Lundberg (2020), namely Deliberate behaviour, Repeated deliberate hurtful behaviour and Power imbalance. Thus, a feature [LONG TIME] should be added alongside [POWER IMBALANCE] to define the word "bully". [LONG TIME] includes the repetition of the bullying behaviour which is inherently intentional.

Bullying can be verbal or physical (Piskin, 2002). The examples of physical bullying are hitting, pulling, and pushing; that of verbal bullying, name calling, threats, and verbal abuse. Therefore, the word "bully" should consist of [VERBAL] and [PHYSICAL].

Where the bullying takes place is also essential in defining the word "bully". If there is a use of electronic devices as a weapon in bullying, it is cyberbullying (Sun et al., 2016), which is an extension of traditional bullying (Chang, 2021). Chang (2021) argues that power imbalance is also an element found in cyberbullying. That is, the bully whose technological knowledge is more advanced weaponizes the cyberspace to attack the victim. Notwithstanding, Englander et al. (2017) argue that the concept of power imbalance is blurred in cyberbullying. Despite the argument, it is certain that the venue of bullying has extended; therefore, the word "bully", based on the venue of an act of bullying, should consist of [CYBER].

Both traditional bullying and cyberbullying have two participants: perpetrator and victim. Piskins (2002) says that the bully can be one person or more than one person. Thus, another essential component of the word "bully" is [PERPETRATOR] and [VICTIM].

Bullying is also related to subjective judgments. Aalsma & Brown (2008) says that there is confusion in identifying which incident is bullying; inability to give a specific example of bullying. Hellstrom and Lundberg (2020) investigate students' understating of bullying by having the student consider the given scenario; it has shown that students views that the bullying behaviour is one happened repeatedly in public setting, which excludes bullying in private settings (without bystanders). Thus, the other component that the word "bully" should consist of is [SUBJECTIVE] as the evaluation if one act is considered bullying can be based on personal judgment.

The definition can be predicated upon many factors: repeated deliberate behaviour (i.e., [LONG TIME]), power dynamic in the society (i.e., [POWER IMBALANCE]), Participants in an act (i.e., in [PERPETRATOR] and [VICTIM]), venue (i.e., [CYBER], and personal understanding (i.e., SUBJECTIVE). By and large, to define the word "bully" is such a complex issue since there are many criteria used to give the definition of an act of bullying.

2.2   Bully in the Thai society

In Thai, the word "bully" is a loanword from English (Thai script: การบูลลี่ Kan Buli); it is used to refer to an act of bullying. In Mummongsit journal (2020), the word "bully" as a loanword in Thai has its equivalence in Thai word as Kan Kanklaeng. Mummongsit (2020) defines an act of bullying as "harassing", "teasing", "verbal abuse" and "threats", both verbal and physical bullying. It also adds subject matters considered an act of bullying, namely appearance shaming and socioeconomic shaming.

In Mummongsit (2020), there are two types of bullying regarding where the bullying takes place: offline bullying and cyberbullying. It states that cyberbullying is public shaming; cyberbullying in Thai is involved with spreading false rumours and lies. Cyberbullying in Thailand happens in many levels of education in Thailand as well: elementary (Promnork et al, 2019) and secondary (Lertratthamrongkul, 2021). Cyberbullying in Thailand also includes sexually suggestive subject matters, online gossip, online exclusion, an act of retaliation, and publishing video without consent.

This is contrary to definition given in the previous section as the way the word "bully" in Thai is defined is predicated upon subject matters in verbal bullying; the definitions in the previous section are generally based on behaviours.

2.3   Semantic componential analysis

Componential analysis is involved with establishing a relationship of a set of words in the vocabulary of a particular language (Choi, 2020). Every meaning of a word has its own sense that distinguish it from other words as well as showing similarities with other words (Zahradeen, 2020). The sense of a word is believed to have its own semantic components: rudimentary sense of the meaning of a particular word.

Componential analysis examines if all the words in a particular category has an identical essential semantic component or not as well as finding different semantic components of the words in the same category. For instance, "Saute" and "Deep-fry" has a slight difference in terms of essential sense of meaning although belonging to the same category i.e., "frying" category (Choi, 2020). Zahradeen (2020) also gives a componential analysis of English crying terms; it has shown that the essential sense of meaning that four crying terms in English (That is, cry, weep, sob, and wail) share is [GRIEF]. These four crying terms denote shedding tears because of grief. However, only "cry" is involved with [PAIN]; other words do not have a sense of crying from pain.

In the current study, a componential analysis is used to find the essential meanings of only one word: bully. This present paper studies the semantic components of the word "bully" in Thai news by identifying its occurrence in the news and interpreting semantic components

of the word in each news based off contexts provided in the news. The following headings report how the semantic components of the word "bully" is composed in Thai news.

3. Methodology

3.1 Data collection

The data was collected from sanook.com/news, the most visited news website in March 2022 (Similarweb, 2022). The news collected in the present paper are ones published in 2022 (From 1st January 2022 to 31st March 2022). The chosen news was the news in the "most viewed" category between 1st January 2022 to 31st March 2022. Gathering the news based on the timeframe and source of data, the total number of the pieces of news in the present paper is 18. The romanization of the data in Thai language in the current research adheres to Royal Thai General System of Transcription (RTGS).

3.2 Data analysis

Firstly, we identify the occurrence of the word "bully" by reading each piece of news thoroughly. Subsequently, we interpret the contexts of the news: identifying subject matters of an act of bullying in the news and other contextual information. After context interpretation, we identify semantic components of the word "bully" based on the interpretation of contexts in each news. Lastly, we compare the findings with the definitions of the word "bully" given in the previous work: how the word "bully" is used and redefined in Thai context.

4. Findings

From the 18 pieces of news concerning bullying, the semantic components of the term "bully" are composed by interpreting two types of contextual information in the news, namely subject matters of the news and other contextual information (e.g., where the bullying takes place and subjectivity of the victim).

4.1 Semantic components: subject matter

In the 18 pieces of news concerning bullying have found nine subject matters composing the semantic components of the word "bully" in Thai context. These subject matters considered an act of bullying as the usage of the word "bully" is used to refer to the subject matters. The top three subject matters in a piece of news in which the term "bully" is referred to is appearance shaming, fat shaming, and hateful comments. Therefore, in Thai context, any acts implying shaming on one's physical appearance, a large-framed body, and abusive use of language potentially equate to "bully". Apart from these three subject matters, other subject matters, which are not considered an act of bullying if based off existing literature in the present paper, are also found in the current paper (e.g., shaming on one's aesthetic appreciation and weighing in on political topics). There two surprising examples lead to the conclusion that, in Thai context, giving a political comment and a negative comment

about one's aesthetic appreciation can also mean "bullying". The subject matters found in the news have found to be the semantic components of the word "bully" in Thai context. Illustrated below is the table shown the semantic components of the word "bully" in the news in which the term itself occurred.

Table 1 *Semantic components of the word "bully" (subject matter-based)*

NEWS NO.	SEMANTIC COMPONENTS (SUBJECT MATTER-BASED)								
	[NEGATIVE FEEDBACK]	[HATEFUL COMMENT]	[HOMOPHOBIA]	[DISCREDIT]	[POLITICAL COMMENT]	[POOR SHAMING]	[AESTHETIC SHAMING]	[APPEARANCE SHAMING]	[FAT SHAMING]
1				+					
2		+						+	
3									
4								+	
5	+								
6								+	+
7								+	+
8								+	+
9						+	+	+	
10				+					
11	+	+							
12				+	+				
13		+		+					
14								+	+
15								+	+
16			+						
17		+							
18		+	+						
TOTAL	2	5	2	4	1	1	1	8	5

* Note that the "+" sign refers to the occurrence of the component found in a piece of news; the word "bully" in a piece of news is consisted of a particular feature as well as having a positive feature. Blank spaces signify the absence of the component in a piece of news.

4.1.1 [NEGATIVE FEEDBACK]

This feature, [NEGATIVE FEEDBACK], is found in two pieces of news in which the word "bully" is quoted to refer to this type of action as an act of bullying. In these two pieces of news, the subject matter of the news concern negative feedback (i.e., a public figure receiving negative feedback from the mass).

Example 1. Bully: [NEGATIVE FEEDBACK]

*Kan ok alabam ma ha alabam mi thangmot sib ha phleng tae khon ruchak khae phleng diao kai tuean wa ya phoeng ok alabam loei tae pe arak mai fang khai thang nan chon thuk **buli** wa siang muean ma daek faep*

My discography consists of five studio albums. My commercial singles consist of five songs. But I am recognized for my one-hit wonder. Everybody warned me not to release the album, but I didn't listen to anybody. After releasing the album, I was verbally bullied that my voice is terrible as hell.

In Example 1, it is a piece of news about Pe Arak, a Thai recording artist, sharing the story about how his debut album received many negative comments. He was ridiculed that he was a singer with a one-hit wonder. He was told by some of the listeners that he had an awfully terrible voice; and he took it as an act of bullying; identifying himself as the recipient of the bullying. In this case, he interpreted the negative feedback about his voice as the act of bullying.

4.1.2 [HATEFUL COMMENT]

This feature, [HATEFUL COMMENT], is found in five pieces of news in which the subject matter concerns the act of giving hateful comments. Hateful comments mean comments that imply subjective hatred towards a particular person.

Example 2. Bully: [HATEFUL COMMENT]

*Yong lukyi khao rapsap khoha min yui yatiyoe phrom cha kho thot mai mi chettana cha **buli***

Chak korani thi nai haruephon rue nai chongruai somchitna rue yong lukyi dara talok dai live sot phan thang fetbuk suantua khong thon-eng muea wan thi nueng singha pi hoksi nai fetbuk Nong Chaibadan

Doi mi laksana choeng towa siatsi lae dumin klao ha wa Yui Yatyoe nakrong phleng luk thung sao pen nakrong tokyuk

*Pen het tham hai nakrong sao dai rap khwam siahai sueamsia chuesiang **thuk dumin rue kliatchang***

Yong Lukyi has acknowledged his defamation charges against Yui Yatyoe. He is willing to apologize and claiming that he had no intention to bully her.

Mr. Haruephon aka Chongruai Somchitna (Stage name: Yong Lukyi), a famous comedian, was having live stream on his Facebook account, Nong Chai badan.

He was addressing a sarcastic remark to Yut Yatyoe as well as saying that she was no longer relevant in the industry.

Yut Yatyoe was defamed by his remarks as her public image was ridiculed and attacked.

In Example 2 is the extract from the news about the online feud between two public figures (i.e., Yong Lukyi, a comedian, and Yui Yatyoe, a Thai Lukthung singer). Yong Lukyi is filed a lawsuit after giving negative comments to Yui Yatyoe on his Facebook live. In the news, negative comments made by the comedian were interpreted as hateful comments; hateful comments were also interpreted as an act of bullying.

4.1.3 [HOMOPHOBIA]

This feature, [HOMOPHOBIA], refers to an act of bullying concerning homophobia comments and sentiments. There are two pieces of news in which this feature is found. Homophobia in this case means an act of verbal bullying that implies dislike for non-

normative sexual orientations as well as non-conforming gender expression. The victims of homophobia bullying in the news are either public or non-public figures.

Example 3. Bully: [HOMOPHOBIA]

*Lang rueang rao thi khao thuk pho mae thae thae thing pen krang thi song thuk phoei phrae ok pai khao ko tong phachoen kap kan **thuk rumbuli nai lok online** lai khon da khao wa khao pen kathoei ko mi.*

After the public learnt that his parents abandoned him for the second time, he was encountered with a welter of online bullies. Most of them also said that he is gay.

In Example 3, it is a piece of news about Liu, a 17-year-old Chinese man who was rejected by his biological parents who abandoned him in his childhood. He was bullied on the internet with many subject matters as shown in Example 3. One of the subject matters in the bullying is homophobia as the news reported that he was accused of being a homosexual.

Homosexuality is a subject matter that other people bring up to attack him on the internet. The news also interpreted that this subject matter is also an act of bullying. From the news, it has shown that, in Thai context, subject matters regarding homophobia are directly linked to an act of bullying.

4.1.4 [DISCREDIT]

This feature, [DISCREDIT], refers a subject matter intending to make people stop trusting and taking negative attitudes towards a particular person/group/organisation. There are four pieces of news in which the word "bully" is quoted to refer this type of subject matter. In the news, the participants viewed themselves as a perpetrator of an act of bullying for giving any comments concerning discredit. The act of discredit is interpreted as an act of bullying, so the word "bully" is used to refer to this subject matter.

Example 4. Bully: [DISCREDIT]

*Ha hai sanoe pai lai thi tae nueangchak man koet roeng thi man dama khwam katanyu **raomaidai buli rue sakat nong***

I was trying so hard to get him job. But the ongoing drama of his is involved with filial piety, so it can't help. I am not bullying him or trying to blackball him.

In Example 4, the extract is from the interview of Amy Amalawan, a Thai modelling agency, weighing in on the family drama of the artist under her agency. She claimed that she always tried to find a job for her artist in spite of his ongoing bad reputations about his family drama. She stated that she did not intend to "bully" him by not finding him a job. The word "bully" in this case means "to make people stop trusting and wanting to give him a job" (i.e., relating to an act of discredit). She interpreted the act of discredit (which she did not intend) as an act of bullying.

4.1.5 [POLITICAL COMMENT]

This feature, [POLITICAL COMMENT], refers to making comments about political sphere in Thailand, considered as an act of bullying. Only one piece of news has this component as a semantic component of the word "bully". However, giving any political comments are not considered an act of bullying; what is found in the news is that giving any political comments on the current government of Prayuth Chan-ocha is considered an act of bullying.; any opposing ideas to the policy formulated by the current government is an act of bullying. By and large, giving opposing political comments considered an act of bullying in Thai context as the word "bully" is used to refer to this subject matter.

Example 5. Bully: [POLITICAL COMMENT]

*Bangthi rao hen phut rueang **pai buli rueang waksin***

Sometimes, I saw her giving bullying remarks about the vaccination.

In Example 5, the news concerns the feed between Yong Lukyi, a Thai comedian, and Yui Yatyoe, a Thai female Lukthung singer. Yong Lukyi chastised Yui Yatyoe on his Facebook live, accusing her of "bully" the government on its vaccination policy. Yui Yatyoe did weigh in on the vaccination policy of the current government; her take is quite far different from that of Yong Lukyi. Thus, Yong Lukyi interpreted the subject matter in her comments as an act of bullying.

From the example above, the word "bully" is used as a weapon to accuse a political adversary of bullying the current government. Shown in the example, it is safe to say that any political comments made by the political adversary can be considered an act of bullying; the word "bully" can be used to describe an act of airing the opposing views to the current government.

4.1.6 [POOR SHAMING]

This feature, [POOR SHAMING], means any verbal attacks implying prejudice towards poor socioeconomic status. Only one piece of news has this semantic component in which the word "bully" occurs. The subject matter of low socioeconomic status, in Thai context, is considered an act of bullying.

Example 6. Bully: [POOR SHAMING]

*Khong baepni man pen rotsaniyom kankin rotsaniyom kanchaichiwit bangkhon mi ngoen rotsaniyom maimi ko siaplao **bangkhon maimi ngoen** na ko yae rotsaniyom maidi yang mueng **tam attaphap diao ko mahawa buli ik***

It all comes down to taste. Taste in the food you eat. Taste in the lifestyle you adhere to. Some people are rolling in dough, but they have no taste. That is such a waste. Some of you are pressed for cash as well as being unattractive. And some of you also have bad taste. To each his own. But I'm going to be called a bully for sure.

In Example 6, the extract is from a piece of news about backlash that Pimrypie, an online celebrity/businesswoman, faced after she made a condescending statement about poor people, specifically as a verbal attack to some of her viewers who made negative comments on her. She shamed some of her haters watching her Facebook live as penniless and unsophisticated.

4.1.7 [AESTHETIC SHAMING]

This feature, [AESTHETIC SHAMING], refers to any comments implying prejudice towards a particular person for their aesthetic appreciation. Only one piece of news has this feature in which the word "bully" is quoted.

Example 7. Bully: [AESTHETIC SHAMING]

Rotsaniyom maidi yang mueng *tam attaphap* ***diao ko mahawa buli ik***

Some of you also have bad taste. To each his own. But I'm going to be called a bully for sure.

The extract in Example 7 is from the same news as in Example 6. Pimrypie, according to the news, did not only poor shame her viewers, but she also shamed her viewers for having "bad taste". In the news, it is interpreted that shaming one's taste equals to an act of bullying. Even in Pimrypie's statement quoted in the news, she also acknowledges that her statements about "bad taste" shaming is an act of bullying. Therefore, in Thai context, commenting that someone has a bad taste is an act of bullying, allowing the use of the term to refer to this subject matter.

4.1.8 [APPEARANCE SHAMING]

This feature, [APPEARANCE SHAMING], concerns negative remarks towards one's physical appearance. This includes a large-framed body. However, there is a specific semantic component, [FAT SHAMING], to highlight a verbal attack focusing on only a large-framed body. This semantic component is found in most of the news the researcher collected (8 of 18 news). In Thai context, negative comments on appearance (e.g., facial skin and body figure) are certainly interpreted as an act of bullying.

This component includes negative comments about general physical appearances such as troubled facial skin and physique, not focusing only on being fat.

Example 8. Bully: [APPEARANCE SHAMING]

Moerai cha ***loek buli khon thong*** *ka*

When are you going to stop bullying a pregnant woman?

In Example 8, the extract is a replying comment on Instagram written by Mai Sukhonthawa, a Thai actress/MC who is currently expecting a child, replying to a comment saying that her face is scary owing to her pregnancy causing her face clog pored and acne. She interpreted a comment saying her face scary as an act of bullying, so she accused a commenter of "bullying" a pregnant woman.

4.1.9 [FAT SHAMING]

This feature, [FAT SHAMING], is found in five pieces of news in which the word "bully" is quoted. This component specifically focuses on negative comments directly implying negative attitude towards being fat. Negative attitudes towards being fat might root from beauty standard that a woman should be skinny in order to be attractive. A slim-framed body is an ideal type of body figure.

Example 9. Bully: [FAT SHAMING]

*Lang chak thi bom thichakon luk sao khong nok sinchai lae nok chatchai plengphanit dai poet chai thueng praden **thi thuk buli ma talot roeng khwam suai rueang rup rang** doi bok wa choe ma talot thang chiwit thammai mai suai muean mae **tammai mai phom baep khonni***

Bom Thichakon, daughter of actress Nok Sinchai, opens up about her experience of being bullied. She said that she was constantly bullied about her appearance. She was compared with her mother in terms of physical attractiveness. She was also asked why she was not thin.

In Example 9, the news concerns Bom Thichakon, the daughter of a Thai actress Nok Sinchai, sharing her experience of being bullied for her appearance and body figure. She was always asked why she did not have a small-framed body. Again, the small-framed body is used as a litmus test if a woman complies with mainstream beauty standard. The subject matter solely centres on being fat as a non-conforming body figure. It is interpreted as an act of bullying as the word "bully" is used to refer to this type of subject matter.

In conclusion, there are nine semantic components of the word "bully" based on subject matters reported in the news. The semantic component appearing in most of the news is [APPEARANCE SHAMING], followed by [FAT SHAMING]. Therefore, in Thai context, these two subject matters are considered an act of bullying. There are also surprising findings such as the feature [POLITICAL COMMENT] used to refer to an act of bullying, meaning that any statements consisting of political matters can be considered as an act of bullying, and the feature [AESTHETIC SHAMING] used to refer to an act of bullying, meaning that negative comments about one's aesthetic appreciation is also considered as an act of bullying in Thai context. Apart from subject matters, other contextual information is found to be a potential criterion in constructing semantic components of the word "bully" in Thai context. In the following sections, the findings of other contextual information are elaborated.

4.2 Semantic components: other contextual information

How the semantic components of the word "bully" are composed is not only involved with the subject matters used in an act of bullying, but they are also involved with other contexts other than subject matters: Participants in an act of bullying, Online/Offline bullying, Consistency of bullying behaviour and victimhood, Perspective of the victim, Power dynamic

between the bully and the victim, and types of attack (i.e., verbal, and physical attack). These contexts are interpreted in the pieces of news in which the word "bully" occurred.

From all the 18 pieces of news, it has shown that an act of bullying consists of two participants: a perpetrator and a victim; therefore, the word "bully" in all the pieces of news has semantic components regarding participants in an act of bullying: [PERPETRATOR] and [VICTIM]. 13 pieces of news is involved with cyberbullying; the victims are mainly public figures receiving negative comments on their social network platform; therefore, the word "bully" in these pieces of news has the component [+CYBER]. Traditional bullying has the component [-CYBER]. Only 2 pieces of news have the component [POWER IMBALANCE], which is the core definition of the word "bully" in existing literature in the present paper; the pieces of news having [POWER IMBALANCE] concern with the subject matter of homophobia; having the component [HOMOPHOBIA] together with the power imbalance component.

Table 2 *Semantic components of the word "bully" in Thai news based off other contextual information*

NEWS NO.	PARTICIPANTS		VENUE	CONSISTENCY	PERSPECTIVE		POWER DYNAMIC	TYPES OF ATTACK	
	[PERPETRATOR]	[VICTIM]	[CYBER]	[LONG TIME]	[UNTOWARD]	[SUBJECTIVE]	[POWER IMBALANCE]	[VERBAL]	[PHYSICAL]
1	+	+	+						
2	+	+	+						
3	+	+	+	+				+	
4	+	+						+	+
5	+	+	+						
6	+	+	+						
7	+	+						+	
8	+	+	+	+				+	
9	+	+	+					+	
10	+	+							
11	+	+	+						
12	+	+	+						
13	+	+	+					+	
14	+	+	+		+				
15	+	+				+			
16	+	+		+			+		
17	+	+	+						
18	+	+	+				+		
TOTAL	18	18	13	3	1	1	2	6	1

4.2.1 Participants: [PERPETRATOR] & [VICTIM]

There are two participants in an act of bullying: perpetrator and victim. All the pieces of news have two participants. From the 18 pieces of news, it has shown that most of the victims are public figures; most of the perpetrator is non-public figures. Most of the incidents of bullying consist of non-public figures as a bully and public figure as a victim. The table below

illustrates the dynamic and the characteristic of participants in an act of bullying with the amount of news in which the dynamic and the characteristics of participants appear.

Table 3 *The characteristic of perpetrators and victims in an act of bullying in the news*

Perpetrator → Victim	Occurrence in a piece of news
PF→ NON-PF	2
PF & NON-PF → PF	1
NON-PF → PF	10
NON-PF → NON-PF	2
PF → PF	3

PF = Public figure

NON-PF = Non-public figure

➜ = carry out a bullying behaviour on…

Example 10. Bully: [PERPETRATOR] & [VICTIM]

*"Mae nok" klueanwai lang luk sao **thuk buli** mai suai lan cha suai cha keng maidai yu kap pak krai*

Nok Sinchai speaks up about her daughter's bullying experience, stating that negative comments do not define her daughter in terms of beauty and intelligence.

In Example 10, it has shown that the act of bullying is reported in passive construction to place emphasis on the victim. Thai words generally used to denote passiveness are *thuk*. Words denoting passiveness is capable of blurring the perpetrator of an act of bullying although the reader can still presuppose that the perpetrator is also engaged in an act of bullying. In summary, the essential component of meaning of the word "bully" in Thai context corresponds with that of existing literature in the current paper in that there must be two participants in an act of bullying: [PERPETRATOR] & [VICTIM].

4.2.2 Venue: [CYBER]

Most of the news is cyberbullying as the world is currently seeing the digital age. Most of traditional bullying in the news is involved with public figures, sharing his/her childhood/adolescent experiences as a victim of traditional bullying. Most of cyberbullying cases in the news is a present-day experience in which public figures and non-public figures are verbally abused on the internet as well as in their own social network platforms.

Example 11. BULLY: [+CYBER]

*Khun mae tong ok ma phut mi **khommen kwae lae buli roeng ruprang** khong nong risa thangthi nong a-yu phiang sip si pi.*

Her mother weighs in on the drama after her daughter, Risa, was verbally bullied about her figure by the internet users even though she is just a 14-year-old girl.

4.2.3 Consistency: [LONG TIME]

In spite of being one of the essential senses of bullying, [LONG TIME] appears only in three pieces of news of all the 18 pieces of news.

Example 12: Bully: [LONG TIME]

*Khao maidai pid bang roeng phet khong tua eng khon thi ruchak di ko cha ru yu laeo thi phan ma yomrap wa khoei don lo **don buli mayoe***

He says that he has never withheld the information about his sexuality. Those who are close to him all know about it. He says that he has been bullied (about his sexuality) a lot.

The hint words implying repeated bullying behaviour that a victim experienced are *ma yoe* "a lot": implying the repetition of the bullying behaviour happening to the victim.

4.2.4 Perspective: [UNTOWARD] & [SUBJECTIVE]

These two semantic components correspond to the definition of the word "bully" in the existing literature in the present paper in that bullying is also involved with personal judgment and understanding. What is different from the existing literature is that the feature [UNTOWARD] is involved with subjective judgment on a verbal attack that the victim or the bystander feels is untoward. This means if any verbal abuses were rendered an untoward remark, it can be an act of bullying as well. For the feature [SUBJECTIVE], it means that a victim can identify a particular type of behaviour as an act of bullying as well as identifying themselves as a victim of a particular act of bullying, based on their personal judgment and understanding. These two features may not have to include two rudimentary components of the word "bully" [POWER IMBLANCE] and [LONG TIME]; if one feels like something happening to them is untoward or feels like it is an act bullying, then it is bullying.

Example 13. Bully: [UNTOWARD]

*Doi suan yai mong wa **mai khuan pai buli ruprang khong nong***

Most people think that it is untoward to comment on her figure.

Example 14. Bully: [SUBJECTIVE]

*Kham top ni ying tamhai thoe prit nak mak kwa doem **muean thuk buli** wa thoe uan koen pai*

The response really had her all up in arms. She felt like she was bullied for being "too fat".

In Example 13, the component [UNTOWARD] is found in the use of the word "bully" in the news. The news concerns a 14-year-old female contestant on a cooking show bullied for her large-framed body. Most people think that she should not be verbally abuse. It is untoward to verbally bully a 14-year-old girl. The word implying untowardness is mai khuan "should not."

In Example 14, the hint words implying personal judgment is *muean* "to feel like / seem like". The news concerns the incident in which a British woman complains about the

quality of the fabric of the dress she buys; it is of low quality that the dress tore. However, the store told her to buy a bigger size. After that, she says that she feels like she is being bullied that she is too fat. The victim "feels like" being bullied indicated that the remark she heard might or might not an intended verbal bullying, but if the victim "feels like" it is, then it is an act of bullying.

4.2.5 Power dynamic: [POWER IMBALANCE]

The feature [POWER IMBALANCE] juxtaposes with the feature [HOMOPHOBIA] to imply that bullying based on one's sexual orientation and gender expression is involved power disparity. The perpetrators might be a heterosexual person with prejudice towards homosexuality and homosexual people, having superiority in terms of social power. The victim is a homosexual person who is viewed as "non-conforming", "deviant", leading to having lower social power.

In Example 15, the victim is an openly gay public figure, Kendo Kullaphat.

Example 15. Bully: [POWER IMBALANCE]

Khao maidai pit bang ruaeng phet khong tua eng *khon thi ruchak di ko cha ru yu laeo thi phan ma yomrap wa khoei don lo **don buli mayoe***

He says that he has never withheld the information about his sexuality. Those who are close to him all know about it. He says that he has been bullied (about his sexuality) a lot.

4.2.6 Types of attack: [VERBAL] & [PHYSICAL]

There are two types of attack found in the 18 pieces of news: verbal attack and physical attack. The former has the feature [VERBAL]; the latter, [PHYSICAL]. Physical bullying is mentioned in only one piece of news, concerning Paiwan Wannabut, a former viral Buddhist monk on the internet, sharing his childhood experience as a victim of physical bullying. Verbal bullying is only mentioned in six pieces of news; explicitly mentioned as verbal bullying; other pieces of news in which verbal bullying is not explicitly mentioned in the content of the news are not considered having this feature.

Example 16. Bully: [VERBAL]

*Pen ik nueng naksadang sao thi khoei **don buli wa uan** chon thamhai namphueng nattharika a-dit nang-ek chuedang thueng kap sia khwammanchai maiklasai chutwainam pen sip pi **cha khima ko choe saeo rawang ma langhak***

Namphueng Nattharika, a former top female lead in TV series, is one of the actresses experiencing bullying. She was bullied to the extent that she lost confidence to wear a swimsuit for ten years. She once was told that she was so fat she could break a horse's back when she rode a horse.

Example 17. Bully: [PHYSICAL]

*Nokchakni thang thit phaiwan dai bokwa samai dek **thuk buli nak** krathang luemwa tua eng chue ek phro don riak nenmuet nendam **don pa rongthao sai***

Moreover, Phaiwan talked about his bullying experience in his childhood. He was being called derogatory names to the extent that he forgot that his real name was Ek. The bully also threw a shoe at him.

In Example 16, the news concern Nampeung Nattarika, a Thai actress, sharing her experience of being verbally bullied. In the news, the statement attacking her body figure is quoted in the news. She was told that she could not ride a horse because she was so fat that it would break the back of a horse.

In Example 17, Phaiwan Wannabut shared his experience of being physically bullied by narrating the physical attack he endured during his childhood. The hint word implying physical attack is *don pa rongthao sai* "being thrown shoes at".

Based off contexts other than subject matters, the essential sense of meaning of the word "bully" is the binary of a perpetrator and a victim, composing of [PERPETRATOR] and [VICTIM] features. Another essential sense of the terminology is [POWER IMBALANCE], which is rarely found in all the pieces of news. The feature [POWER IMBALANCE] is found alongside the feature [HOMOPHOBIA] in the news concerning bullying based on non-conforming gender identity. A new sense added in the usage of the word "bully" in Thai news is [UNTOWARD], based on one's subjective judgment on the "untoward" behaviour; if one thinks a particular kind of action is untoward, it can be considered an act of bullying.

 All in all, the word "bully" used in Thai context still retain the original sense of meaning of the terminology as well as adding new senses of meaning to the terminology.

4.3 Summative remarks

The meaning components of the word "bully" in Thai context are composed based off the two following contexts: subject matters and contexts other than subject matters. There are 18 meaning components of the word "bully" used in Thai news as illustrated in the table below.

Table 4 *Semantic components of the word "bully" in the 18 pieces of news*

	Subject matter	Other contexts
"Bully"	[NEGATIVE FEEDBACK]	[PERPETRATOR]
	[HATEFUL COMMENT]	[VICTIM]
	[HOMOPHOBIA]	[CYBER]
	[DISCREDIT]	[LONG TIME]
	[POLITICAL COMMENT]	[UNTOWARD]
	[POOR SHAMING]	[SUBJECTIVE]
	[AESTHETIC SHAMING]	[POWER IMBALANCE]
	[APPEARANCE SHAMING]	[VERBAL]
	[FAT SHAMING]	[PHYSICAL]

The following heading gives a discussion about the findings and he conclusion of the present paper. The essential sense of meaning of the word "bully" in Thai context is discussed regarding subject matter based semantic components. The localization of the sense of meaning of the word is also discussed in the next heading.

5. Discussion and Conclusion
5.1 Localisation of the sense of meaning of the word "bully" in Thai context

Some of the components of the word "bully" in Thai news comply with the proposed definition in the relevant literature in the present paper. For example, in the news concerning homophobia bullying, the feature [POWER IMBALANCE] is found. It corresponds to the main pillar of an act of bullying: imbalance of power. However, the existence of this feature rarely appears in the news and only appears in news concerning gender identity.

The feature [APPEARANCE SHAMING] appears in most of the news: eight pieces of news. It is obvious that this subject matter is considered an act of bullying in Thai context. In Thai context, the word "bully" can be used to refer to any verbal remarks implying appearance shaming. In the existing literature about the definition of the word "bully", this subject matter is not mentioned in any of them. However, in Thai journal, this subject matter is mentioned as one of the examples of bullying. Also, the feature [FAT SHAMING], found in five pieces of news, is considered the essential component of the word "bully" in Thai context as it is the subject matter that the word "bully" is referred to. Overall, any verbal attacks motivated by appearance and body size are considered as an act of bullying, becoming the rudimentary components of the meaning of the word "bully" in Thai context.

Many subject matters are also considered as an act of bullying in Thai context although they are not found in the existing literature in the present paper. For instance, [POLITICAL COMMENT]. In the Thai mainstream narrative, being apolitical is a norm; political sphere is ignored and reproached by many people in the society. Thus, giving political comments is viewed as "aggressive" or even "radical". So, verbal remarks implying political matter are viewed as an act of bullying; the word "bully" is used to refer to this type of verbal remarks. This case is purely localized; No way will this be considered in western societies in which being politically and socially active is commonplace. The component [POLITICAL COMMENT] is the localized sense of meaning after borrowing the English term to use in the Thai society.

Another localized sense of meaning of the word "bully" are [NEGATIVE FEEDBACK] and [DISCREDIT]. These two components composed the sense of meaning of the word "bully" in Thai context. Generally, giving negative feedback is considered an act of commenting on something or criticism. Discrediting is an act of destroying trust in someone. But the reason why they are considered as an act of bullying is because there is still lack of thorough understanding about bullying; personal judgment takes over the main idea of an act of

bullying. This is plausible, for the word "bully" in Thai is an English loanword; the original sense of meaning in English can be ignored, deleted, or refined; the sense of meaning coming with this word is localized, redefined to align with the mainstream Thai society.

5.2 Conclusion

There are two criteria used in composing essential senses of meaning of the word "bully" used in Thai news: subject matters and contexts other than subject matters. The former leads to localized semantic components of the word "bully" in Thai context. The latter is in accordance with that of definitions in the existing literature in the present paper. The localized semantic components of the word "bully" is attributed to lack of understanding about the issue, personal judgment, and the norm in the Thai mainstream society. [POWER IMBALANCE], the main component of the word "bully", is still found in the use of the terminology in Thai news despite rarity in occurrence in Thai news.

5.3 Contribution

There are two significant contributions from the current research. First, to find the meaning components of a particular word, news has proven to be a reliable source of data since the usage of a particular word is contextually situated. News provides ample contexts to interpret the meaning of a particular word in which it occurs. Furthermore, the study of how the English loanword is used in foreign societies has shown how the borrowed word is used and redefined in other foreign contexts.

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