

Zdravstvuyte: A Sociolinguistic Look into Pattaya's Linguistic Landscape

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Pattaya, an autonomous district in the East of Thailand, is one of the most popular tourist destinations that has attracted international travelers especially those from Russia. Given the uniquely cosmopolitan nature of the city, it can be regarded as one of the most multilingual and multicultural areas, making it linguistically stand out from other big cities in Thailand. This paper therefore, aims to explore the linguistic landscape of Pattaya Beach Road and Walking Street. This was done by analyzing the data (542 signs) collected from commercial signs including advertising billboards, shop signs, information signs, and hotel signs along the two streets. The results present the variation and dominance of the use of languages. In addition, the findings highlight differences between the linguistic landscape and draw on the factors of business types and population dominance which makes the city unique. The study can contribute to the field of linguistic landscape how the city is represented linguistically and culturally.

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