

# Proceedings

The International Conference on  
Culture, Art, Language, and Literature  
in the Mekong Basin (I-CALL, 2016)

July 20-21, 2016

Royal Nakhara Hotel,  
Nongkhai Province, Thailand



## Organized by

Faculty of Humanities and Social Sciences,  
Mahasarakham University

## Co-Organizers:

- \* Research Institute of Northeastern Art and Culture, Mahasarakham University, Thailand
- \* National University of Laos, Lao PDR.
- \* Royal University of Phnom Penh, Cambodia

# **The Proceedings of the International Conference on 'Culture, Art, Language and Literature in the Mekong Basin (I-CALL, 2016)**

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# **I-CALL 2016**

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## **Message from the Director of Research Institute of Northeastern Art and Culture (RINAC)**

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I am extremely pleased to pen this message for the Proceedings of the International Conference on Culture, Art, Language and Literature in the Mekong Basin (I-CALL 2016)

The International Conference on Culture, Art, Language and Literature in the Mekong Basin, Royal Nakhara Hotel, Nongkhai Province, Thailand. The I-CALL 2016 is jointly organized by Faculty of Humanities and Social Sciences, Mahasarakham University, Research Institute of Northeastern Art and Culture (RINAC), Mahasarakham University, Thailand, National University of Laos, Lao PDR and Royal University of Phnom Penh, Cambodia.

The goals of this conference are to provide both national and international academics the opportunity to share their works, exchange ideas, and form networks in Culture, Art, Language and Literature in the Mekong Basin for sustainable development of the country and the globe. The papers present interesting, current, and updated trends in research in these areas.

I would like to thank the I-CALL 2016 organizing committee members for their passion and dedication in ensuring this international conference a success. Finally, I would also like to thank all delegations, guest speakers, presenters, and participants who have come all the way from different parts to join us today. I sincerely hope that your experience in attending this conference will be fruitful one, that is thought-provoking in an academic, humanities, social sciences and cultural dimensions.

Assoc. Prof. Dr. Pathom Hongsuwan  
Director of Research Institute of Northeastern Art and Culture (RINAC),  
Mahasarakham University, Thailand



## **Schedule (I-CALL 2016)**

### **July 20<sup>th</sup>, 2016**

12.00 – 12.30	Registration
12.30 – 12.45	Welcoming by - Dr. Kitiphong Praphan Vice Dean for Graduate Studies, Research and Academic Services, Faculty of Humanities and Social Sciences, Mahasarakham University
12.45 – 13.00	Opening Ceremony by - Assist Prof. Dr. kanokporn Rattanasutherakul Dean of Faculty of Humanities and Social Sciences, Mahasarakham University
13.00 – 15.00	Keynote Speaker by - Prof. Dr. James R. Chamberlain “Language Identity and Ethnicity in Lao PDR”
15.00 – 15.15	Coffee Break
15.15 – 16.30	Featured Speaker by - Assoc. Prof. Dr. Jaruwan Tammawat “Decoding Cultural Codes in IsanPhawed Paintings”
16.30 – 17.00	Closing

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### **July 21<sup>st</sup>, 2016**

08.00 – 08.30	Registration
08.30 – 10.30	Morning Panel Session Room#1. Room#2.
10.30 – 10.45	Coffee Break
10.45 – 12.00	Morning Panel Session Room#1. Room#2.

12.00 – 13.00	Lunch Break
13.00 – 15.00	Afternoon Panel Session Room#1. Room#2.
15.00 – 15.15	Coffee Break
15.15 – 17.00	Closing Ceremony

## Linguistic Strategies and Presentation of Cambodia in Thai Guide Book

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Royal University of Phnom Penh, Cambodia.  
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### **Abstract**

This article presents language strategies and presentation of Cambodia in the Thai guide book. The study reveals that there are 9 linguistic strategies used to construct Cambodia identity. That is, lexical selection, presupposition manipulation, presupposition denial, the use of nominalization, metaphor, the use of passive construction, using a claim and rhetoric questions. The self-identities represented by these linguistic strategies include: The lexicalization Referencing, Discourse-pragmatic strategies Presuppositions Negation Speech Acts Metaphor, Rhetorical strategies and Cambodian representation in the pass. The images of Cambodian presentation include: The image presented through by Khmer traditional dance, the image presented through by Khmer traditional music, the image presented through by architecture, presenting a positive image through food, Presenting a positive image through the capital Phnom Penh. Presenting a positive image through to Ton Le Sap lakes, presenting a positive image through Angkor Wat temple, presenting a positive image through to Krama, and Presenting a positive image through the history events.

**Keyword :** Linguistics strategies, Presentation image of Cambodia, Thai guide book

## Introduction

The language we use to communicate in stand of ideational representation and interpersonal representation (Dijk, 1977, See Chanthima, 2011). The interpretation of article, one can't consider only the sentence structure of the language. The Words that appear not only to make up the system of grammar in each language, to convey not only to understand, but the text also indicates the involvement of elements of communication that refers to a person, event or thing. or that are happening in society. This was a new form of media, including text. The with words and words that have been selected and compiled based resin system based on the principle of Systemic Functional Linguistics. The interpretation by the three main functions of language 1) The interpersonal the indicates that the communication activities through the provision of Unified Communications, 2) The function of ideational, 3) The function of textual. This sort of text for communicate, so it is a source of relationship includes joint communication, including messenger or manufacturer to the audience and events or social events. The specially to make the presentation of ideas and stories, including a grammar in the language of a joint communication to cause the sort of words to communicate the activities of the society. The chooses language for communication in social activities of the people who talking and choose the language to be convenient and facilitates to communication purposes. The veteran's linguistics strategies and presenting a positive image of Cambodia through Thai guide book (NanThanai,2011).

## Research Objectives

To study of linguistics strategies and the image presentation of Cambodia Thai guidebook.

## Theoretical framework

Kenneth E. Boulding (1975) He say that "image" is a deep sense of knowledge. In particular, the knowledge that we build up their own specialized knowledge is subjective. Which includes The fact that we value as determined by an individual to accumulate knowledge about subjective things around and are believed to have suffered due to the fact were not able to recognize and understand. All everything was always full; we usually have some specific characteristics or width of those things which may not sound enough often to interpret. Fairclough (1995) A discourse that means using colloquial language and nonverbal people in social media ideas at the same time the use of such language is a form of social practice. The term "representation" to the words in the English language The representation, in addition, the images represent some the word "representation" and "Image", which conveyed the same word. representation the mean of visual perception. Provides a meaningful presentation of the image represents.



Eve Bearne, Gunther Kress argues that literacy is “that which is about representation” (Kress, in Bearne, 2005, p. 288). Because “literacy” implies something that is mediated through text, in my previous post I questioned the idea of what constitutes a “text.” After further consideration, I feel that representation is the key; therefore, for the purposes of this post I have decided to pursue representation a bit further. The following two graphics provide a visual model for the way I have come to understand representation through various readings (most notably, those by cultural theorist Stuart Hall). Although these models represent the culmination of my understanding, I thought it would be helpful to begin with these models and then proceed to deconstruct and explain them throughout the post. Semiotics is the study of signs in a culture (culture as language), though the semiotic approach doesn’t consider how, when or why language is used. Saussure believed that language was a rule-governed system that could be studied with the law-like precision of a science (deemed “structuralism”). He called this rule-governed structure “*la langue*,” and referred to individual language acts as “*la parole*” (Culler, 1976). Many found Saussure’s model appealing because they felt it offered a closed, structured, scientific approach to “the least scientific object of inquiry – culture” (Culler, 1976, p. 29).

“Saussure’s great achievement was to force us to focus on language itself, as a social fact; on the process of representation itself; on how language actually works and the role it plays in the production of meaning. In doing so, he saved language from the status of a mere transparent medium between things and meaning. He showed, instead, that representation was a practice.” (Hall, 1997, p. 34).

With the semiotic approach, in addition to words and images, objects themselves can function as signifiers in the production of meaning (Hall, 1997). Therefore, from this perspective, going back to my previous post, my little book of plant pressings may in fact be considered a text since each little plant was chosen as a representative of an entire species. Because they were being used to represent certain species, it is not the actual plant clipping itself that carries the meaning, rather it is the symbolic function it serves in generalizing the morphology, physiology, taxonomy etc.

What Saussure failed to address, however, were questions related to power in language (Hall, 1997). Cultural theorists eventually rejected the idea that language could be studied with law-like precision, mainly because language doesn’t operate within a “closed” system as Saussure suggests. In a culture, language tends to operate across larger units of analysis – narratives, statements, groups of images, and whole discourses which operate across a variety of texts and areas of knowledge (Hall, 1997).

Michel Foucault used the word “representation” to refer to the production

of knowledge (rather than just meaning) through the use of discourses (rather than just language) (Foucault, 1980). His conception of “discourse” was less concerned about whether things exist, as it was with where meaning comes from. Discourse is always context-dependent.

Additionally, for Foucault the formation of discourses had the potential to sustain a “regime of truth” in a particular context. No form of thought could claim absolute truth, because “truth” was all relative; knowledge, linked to power, can make itself true. Meaning is always produced within language; it is the practice of representation, constructed through signifying. As described in the previous section, the “real world” itself does not convey meaning. Instead, meaning-making relies two different but related systems of representation: concepts and language.

## **Results**

The study of linguistic strategies and image presentation in Cambodia Thai guidebook. The study found that linguistic strategies in presenting a positive image of Cambodia found the idea of Khmer people. The Ideology and discourse through linguistic strategies included: Lexicalization, pragmatics strategies and Rhetorical strategies.

### **Lexicalization**

Chan Thima (2015) Say that the Strategies proposed that the term is used to convey the idea or experience of the messenger on any of the lexical choice. The presents of ideas and meanings describe the conditions and actions of things like the ideas and views of the messenger, who do not need to rely on context to interpret it. The use of lexical choice such influence to create and display an attitude reinforces the message that there is something that needs to be discussed with the terminology used when analyzing strategies. Lexical choice is a part of the structure of thought (Fowler, 1991. Dijk (1995) Explain the situation paeen some of the terminology and the lexicalization appears as many as it demonstrates the idea or ideology, the idea behind the use of the language. It could reflect a political idea is one of those who say about identity of another of group people.

### **Referencing**

Chan Thima (2015) Say that the word to status and identity of those who claim to be and express the views of the messenger to the thing or person. By using the strategies mentioned herein may consist of a single word or phrase or sentence. Based on the content and viewpoint of the message in the circumstances of the communication referred to are similar and the name is used only to refer to the

various indications instead. The names directly to the reader to understand what the requirements mentioned in message continuously. For example, "The beautiful of Khmer Traditional Dance". Sam Merch (1990), Dance amidst the dim fading in the castle. Makes a beautiful sight, right in the realm's worth traveling thousands of miles to be here anymore, created for the occasion. In the Adirondack dancers and impress even more Cambodian women all these things exist, but we are in the era of the ancient Greeks.

### **Pragmatics strategies**

The pragmatics strategies and discourse there are several strategies with which tactics found in this study include the use of primer to deny the speech acts and the use of conceptual metaphor speech acts is a concept that not only the study of languages and to study of lexicology of the statement language of the intended action or communication. Austin (1962), Searle (1969) to device 5 category of speech acts, the representative described events, directive, commissure, Expressive, and declaration.

### **Presuppositions**

The use of manure as a linguistic strategy to make them understand implicitly contains certain events or appear earlier or have thoughts and intentions of some latent in the text. For Example, "The Prahvihar temple is one of the most impressive archaeological sites. Had been closed down due to a disaster that lasted more than 20 years, with all the accompanying problems along the border to visit, it is done only during certain times."

### **Negation**

Negation is which the messenger will be used to represent data that is contrary to the idea, event or data previously express a language expressed not have not. The Image showing the decline languages often appear in front of the sentence. For example, "People often see that Cambodia is a small country is no different from Laos. It may be true Cambodia has an area of 181,035km<sup>2</sup>".

### **Rhetorical Strategies**

Linguistics strategies to communicate using art of language, both in words and efficiently. Effective to communicate to the recipient with a pattern different from that of conventional compositions may be used in forensic characteristics of the literary types. In this research classified the properties of sound and the literary reserve as a melodic. The language ins use carefully, which is generally seen in everyday life, the term used to pragmatics because it needs to be stressed that it focused on the target language speakers to use the language. Especially the one very

effective in convincing the addresser (KrishDawan Honglada, ThiraNuch Chok Rawich,2008).

### **The image presented Cambodia**

The image is a human-made one is intended to create an impression to the credibility and acceptance from the public. This image contains great private dimension and public dimension. Private Image by engaging each other in terms of public image.

### **The image presented Cambodia's through cultural and architecture**

Cambodian culture is the beginning of Mon-Khmer architecture is the main tool to communicate the image of Cambodia, especially the media, to aesthetics. And another hand; the prosperity of the architecture of ancient Cambodian art and culture, the image is secure. The creating an image in the minds of people, organization, institution, or what the firm was established on the basis of reliability, which is important as the image will not take effect in dividable or institution.

### **Presenting a positive image through architecture**

The Angkor Wat Angkor Thom, Bayon, Baphuon the kingdom of Khmer Empire, a faith-based Hindu astrology and worshipping God and therefore their divine kings of the Khmer architectural building located on one of the line, this underlying the concept of religious sacrifice and cosmology calendar with important archaeological sites in the capital city contains. Another nervous Angkor Wat, Cambodia's national flag is displayed on a piece of the symbol of the nation. Consistent with the concept of the temple as mountaintop residence of the gods, many Khmer sanctuaries sit on a pyramidal base consisting of an ascending series of rectangular platforms. The use of multiple platforms to form soaring temple-mountains marks a break from Indian Hindu temple precedent, where sanctuaries typically sit on a single modest platform. The first Khmer temple to employ ascending pyramid-like platforms was Bakong, built in 881. The transition from the earlier Angkor practice — a series of individual long halls encircling temples-to single continuous covered galleries began at the start of the 11th century in the temples of Phimeanakas, Ta Keo and Baphuon. Their emergence facilitated a new type of relief decoration at Angkor that employed an advancing continuous narrative; this is discussed in more detail in the section entitled "Khmer Art - Relief Style." The sanctuary is the most sacred part of the temple, functioning as the residence of the presiding deity. The plans of sanctuaries at Angkor demonstrate a clear progression, increasing in complexity from square, to cruciform, to modified cruciform. Later towers at Angkor, especially those built under Suryavarman II (ruled 1113-1150), take on elements of this north Indian characteristic. Their new vertical orientation

is particularly clear at Angkor Wat: while the horizontal levels of the southern style are still in evidence, Angkor Wat's towers show a slight inward bend and increased vertical momentum. In Fig. 19, the hybrid is clear: the south Indian style's horizontal levels combine with the north Indian style's vertical push and inward bend. This hybrid is the trademark Khmer tower, the gently curving lines of which resemble a closed lotus bud at the moment just before opening to reveal the flower inside.

### **Presenting a positive image through the history events of Cambodia**

Frege (1980) say that referencing theory underlying of the idea arose to explain, citing a common reference point to the truth or what's happening references mentioned here is that the reference to refer to the meaning attached. The linguistic or symbolic links to the references to choose the language or terminology that gives meaning to associate with another thing, language strategies and convey ideology.

### **Conclusion**

This article aims to study linguistic strategies and presentation of Cambodia in the Thai guide book. The study reveals that there are 9 linguistic strategies used to construct Cambodia identity. That is, lexical selection, presupposition manipulation, presupposition denial, the use of nominalization, metaphor, the use of passive construction, using a claim and rhetoric questions. The self-identities represented by these linguistic strategies include: The lexicalization Referencing, Discourse-pragmatic strategies Presuppositions Negation Speech Acts Metaphor, Rhetorical strategies and Cambodian representation in the pass. The images of Cambodian presentation include: The image presented through by Khmer traditional dance, the image presented through by Khmer traditional music, the image presented through by architecture, presenting a positive image through food, Presenting a positive image through the capital Phnom Penh. Presenting a positive image through to Ton Le Sap lakes, presenting a positive image through Angkor Wat temple, presenting a positive image through to Contton Scarf, and Presenting a positive image through the history events.



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