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THE RELATIONSHIP BETWEEN LANGUAGE USE AND LANGUAGE ATTITUDE
IN KUY COMMUNITY IN UTHUMPHORNPHISAI, SRISAKET

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ABSTRACT

The purpose of the present study is to investigate the language use and language attitudes of a Kuy speaking community in Uthumphornphisai, Srisaket Province. The sample consists of 384 subjects and the data were collected and measured on the Likert-type instrument by means of a sociolinguistic questionnaire. The relationship between the independent variables: sex, age, education and occupation ; and the dependent variables: language use, attitudes toward the Kuy language, and attitudes toward the Kuy ethnic group, are determined by the Pearson correlation moment products (Pearson r). The findings indicate that 1) There is a negative relationship between language use and language attitudes. 2) Attitudes toward the Kuy language are positively correlated with attitudes toward the Kuy ethnic group. 3) Differences exist between language use of male and female speakers. 4) The Kuy people living in rural areas have more favorable attitudes than those in the urban communities.

