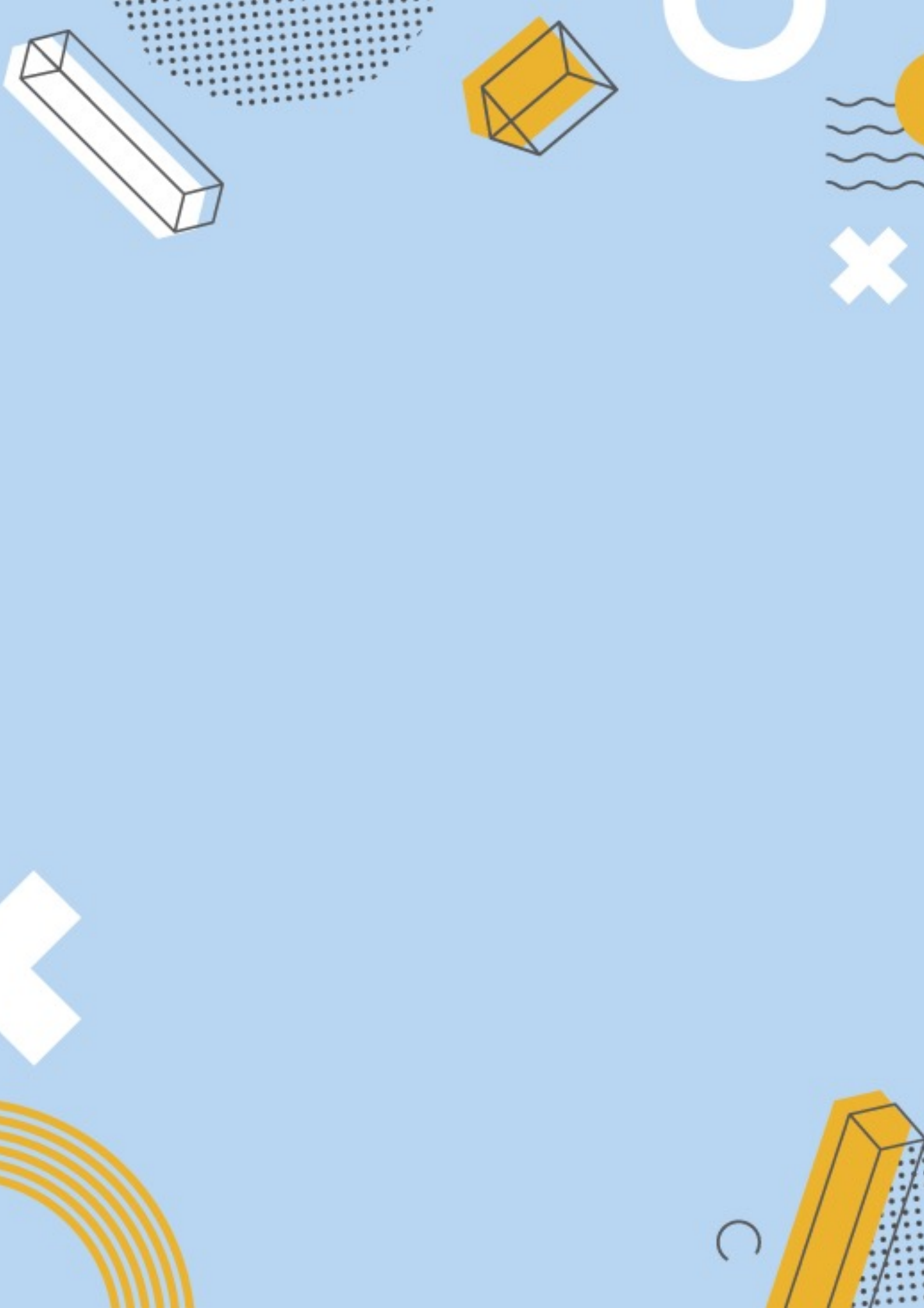


The background is a light blue color with various geometric shapes and patterns scattered around. In the top left, there is a white 3D rectangular prism. In the top center, there is a yellow 3D rectangular prism. In the top right, there is a white circle and a yellow circle with wavy lines below it. In the bottom left, there is a yellow arc. In the bottom center, there is a white 'X' shape. In the bottom right, there is a yellow 3D rectangular prism and a white 'C' shape. The text is centered in a large white circle.

LESSON

1

**THAI ETIQUETTE
IN COMMUNICATION**



1 Introduction

Etiquette refers to polite behavior shown verbally or physically. Thai people follow certain etiquette rules in various occasions. For example, when they meet someone they say “**Sawatdi**” /sa-wàt-di:/. They say “**Khopkhun**” /khò:p-khun/ to thank someone and to show appreciation, and it is appropriate to respond by saying “**Yindi**” /jin-di:/. In a situation when they have done something wrong, they say “**Khothot**” /khǒ:-thô:t/ to apologize, and the response to it is “**Mai Pen Rai**” /mâj-pen-raj/.

In addition, Thai people use particular particles to show politeness at the end of the sentence and the same particles are used as responses when they are being addressed, and as an affirmative response. The particle “**Khrap**” /khráp/ is for male speakers and “**Kha**” /khá?/ or /khâ?/ is for female speakers.



2 Vocabulary

2.1 Polite words and phrases

Vocabulary	Meaning
/sa-wàt-di:/	Hello!
/khò:p-khun/	Thank you.
/khǒ:-thô:t/	Sorry.
/jin-di:/ /dûaj-khwa:m-jin-di:/	You're welcome. My pleasure.
/mâj-pen-raj/	Don't worry about it. That's all right. That's OK.



2.2 Vocabulary

Vocabulary	Meaning
/ka:n-tham-ŋa:n/	work, working 
/ka:n-rian/	education, study, learning 
/sùk-kha-phâ:p/	health
/sa-ba:j-di:/	Very well. I'm fine.

2.3 Verbs

Vocabulary	Meaning
/pen/	be is, am, are
/pen paj dûaj di:/	So far so good.

2.4 Adverb of negation

Vocabulary	Meaning
/mâj dâ:j/	no, not, cannot

2.5 Preposition

Vocabulary	Meaning
/khǒ:ŋ/	of (a preposition showing possession or belonging)

2.6 Nouns and pronouns

Vocabulary	Meaning
/ʔa:-ca:n/	lecturer
/chán/ (female speaker)	I, me
/phǒm/ (male speaker)	I, me
/khun/ (male or female speaker)	you

2.7 Polite ending particles

Vocabulary	Ending particle
/kháʔ/ (female speaker)	polite ending particle of a question
/khâʔ/ (female speaker)	polite ending particle of a statement or to show that one is listening
/khráp/ (male speaker)	polite ending particle used when asking a question, making a statement and showing that one is listening

2.8 A question word

Vocabulary	Meaning and usage
/jaŋ-ŋaj/ (casual style)	how (use at the end of a question)
/jà:ŋ-rai/ (formal style)	

3 Sentence patterns

Vocabulary	Meaning
/sa-wàt-di: khâ?/ (female speaker)	Hello!
/sa-wàt-di: khráp/ (male speaker)	Hello!
/khò:p-khun khâ?/ (female speaker)	Thank you.
/khò:p-khun khráp/ (male speaker)	Thank you.
/jin-di: khâ?/ (female speaker) /dûaj-khwa:m-jin-di: khâ?/	You're welcome. My pleasure.
/jin-di: khráp/ (male speaker) /dûaj-khwa:m-jin-di: khráp/	You're welcome. My pleasure.
/khǒ:-thô:t khâ?/ (female speaker)	Sorry.
/khǒ:-thô:t khráp/ (male speaker)	Sorry.
/mâj-pen-raj khâ?/ (female speaker)	Don't worry about it. That's all right. That's OK.
/mâj-pen-raj khráp/ (male speaker)	Don't worry about it. That's all right. That's OK.

4 Dialogues

4.1 Greetings and thanking



4.2 Apologizing

