

Halal Industry in Thailand Presented in Bangkok Post: Structural Linguistics and World Englishes Perspectives

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ARTICLE INFO	ABSTRACT
<p>Keywords: Halal industry in Thailand, structural linguistics, World Englishes, Bangkok Post, Thai Muslim Identity of English</p> <p>DOI: http://dx.doi.org/10.21093/ijeltal.v11i1.2395</p>	<p>The halal industry is a contemporary global trend of economic development because of the growing number of Muslim consumers. This is realized in Thailand, although it is a Muslim-minority country. Research studies have been conducted to support the readiness of Thailand as a regional hub of the Halal industry. However, a few works emphasize English studies on Thailand's Halal industry. Thus, this study aims to analyze lexical, grammatical, and semantic features of English regarding the Halal industry in the Bangkok Post, a leading English-language daily newspaper in Thailand. It also discusses the extent of the structural linguistic features that indicate and contribute to World Englishes in the Islamic context of the Thai and global economy. Based on the frameworks of morphology, grammar, semantics, and World Englishes using textual analysis, results revealed that the journalists utilized and constructed a range of outstanding lexical formations as well as phrases and clauses in English that incorporate Arabic and Thai and convey specific semantic features in order to present the Halal industry in Thai society. These structural linguistic features can indicate their Islamic English, World Englishes of global commerce/economy, and Thai Muslim identity of English.</p>
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1. Introduction

'Halal', an Arabic loanword, means 'permissible in Islam' (Alhussami, 2020), and it is widely used by Muslim speakers of English. It relates not only to foods but also to marketing (International Trade Centre, 2015). The phenomenon of cultural globalization results in an increase in Halal business. Advancements in communication technology bring about a demand for knowledge and information concerning Islamic lifestyles and Halal products. Global awareness of Halal procedures enhances the preservation of Muslim cultural identities

among those in other Muslim-minority countries. Therefore, the emergence of the 'Halal industry' suits the world Muslim consumers (Qadri, 2024).

'Halal industry' is a global economic trend. It establishes an identity and stature as a significant economic force (Hashimi et al., 2012). The Muslim population becomes the foremost marketing target of the food, tourism, and hospitality industry in many non-Muslim countries. In Thailand, the Halal industry has been promoted by the Thai government. This is evident in relevant studies such as 'Halal food industry', (Mohd Nawawi et al., 2020), 'Halal Logistics' (Rungsriroj & Suvittawat, 2022), 'Halal tourism' (Sriprasert et al., 2014), 'Halal hotel' (Jeaheng et al., 2019), 'Halal entrepreneur and Halal certification' (Sriviboone & Komolsevin, 2018), and 'Halal cosmetics' (Ismaja & Kijkasiwat, 2022). These papers are based on business-economics and science-technology. In other words, studies on the Halal industry in Thailand in the humanities discipline of linguistics are rare. A linguistic phenomenon of this industry through the power of English use in Thai media, for example, should be recognized in the global academia.

Thailand, a Muslim-minority country, has the potential for Halal industry management because "Japan and Thailand, which are non-Muslim countries, are highly ranked as popular Halal tourism destinations" (Feizollah et al., 2021, p. 15). Consequently, there is a need to study Thailand's Halal industry via English studies to examine this discourse. Although English is a foreign language in Thailand, it is used in media functions for globalization. This is evident in a leading English-language daily newspaper in Thailand, namely the *Bangkok Post*. It now remains only the daily one published in the country since 1946 (Bangkok Post, 2019). This newspaper contains articles on the Halal industry in Thailand; thus, it is interesting to examine the structural linguistic forms used and created by the journalists. Consequently, this study aims to describe lexical, grammatical, and semantic features of English regarding Thailand's Halal industry in this newspaper and to discuss the extent to which the features indicate and contribute to World Englishes in the Islamic context of the Thai and global economy.

This study is significant. The concept of the Halal industry can promote the economic development of Thailand. The findings of linguistic phenomena can indicate the academic advancement in media texts of world economic tendencies of Muslim consumers.

2. Literature Review

2.1 Previous Studies

The concept of halal is partially raised in language studies in Thailand. Bennui (2024a) analyzed lexical strategies in the linguistic landscape of Koh Lipe, Satun. It was found that the Arabic orthographic form / حلال / and its English version 'HALAL' (p.252) are written on a multilingual sign of a halal restaurant on the island. Indeed, this loanword symbolizes permissible foods for Muslims, so it is used to persuade Muslim customers on the island. This contributes to the uniqueness of linguistic contact between Arabic and English in a local community in Southern Thailand. Likewise, Gu & Bhatt (2024) studied the linguistic landscape of *Little Arabia* in Bangkok through machine translation. This study emphasized the salience of Arabic alongside other languages such as English and Thai for globalization. The notion of Halal is merely mentioned in data collection, that 'Halal', along with 'as-salamu alaykum' (p.10) in their Arabic orthographic forms, are displayed in a Muslim Chinese

restaurant near Chinatown. From these two studies, the major findings do not stress 'Halal'; however, this word indicates linguistic, religious, and ethnic identities in Thai society. This results in the scarcity of English studies in Thailand's Halal industry.

2.2 Theoretical Frameworks

Firstly, Busà's (2024) language elements of online and print newspapers, comprising headline, byline, lead, and body, are used to investigate their presence in the selected texts. Next, Qadri's (2024) six types of the global Halal industry are used to categorize the chosen texts. They are (i) *Halal food industry* referring to the food and beverage industry that adheres to Islamic dietary laws and ethics; (ii) *Halal food supply chains and Halal logistics concerning* the way Halal food and beverage are produced, processed, distributed, consumed, planned, executed, controlled for their movement and storage regarding Islamic laws; (iii) *Halal tourism* involving Halal hospitality, hotels-resorts, Halal-certified dining options, and Halal-friendly toiletries, Halal restaurants, Halal spas and wellness, and Islamic heritage and cultural sites; (iv) *Halal pharmaceuticals* concerning "medications and healthcare products that are produced, manufactured, and labeled in compliance with Islamic dietary laws and ethical principles" (Nghah et al., 2019, as cited in Qadri, 2024, p. 115); (v) *Halal cosmetics and Halal fashion* referring to cosmetics prepared, processed, manufactured, stored, and transported with Islamic hygiene, purity, and modesty dressing; and (vi) *Halal certification and auditing* which are procedures used to ensure the compliance of Halal products or services with Islamic law to accomplish Halal certification.

Secondly, structural linguistics emphasizes the way language is created and comprehended structurally. It involves phonological, morphological, syntactic, semantic, and pragmatic analyses. It enhances the understanding of the use of language in expressing meaning and information and facilitates the analysis of language structures for effective communication (Akmajian et al., 2017; Regier et al., 2015, as cited in Juanda, 2024). This study thus underscores lexical, grammatical, and semantic features of English in the textual media regarding Thailand's Halal industry.

The morphological framework underlines word formation strategies. First, *English compounds* are the way word classes are combined according to their semantic and syntactic relations. The majority are nouns patterned by N+N, which can be exocentric and endocentric. An exocentric compound is a combination of nouns that creates productivity (new meaning), such as *skinhead*. For endocentric compounds, the semantic elements of a new compound are based on the two words combined, such as 'bath towel' (Bauer, 1983, p.203). Moreover, there are compound verbs, compound adjectives, and compound adverbs, among others. Second, phrasal verbs contain verbs and particle multiword-verbs in ESL contexts because they provide new meanings (McCarthy & O'Dell, 2004). They are not morphological compounding, but a phenomenon where lexicons interface syntax; lexicalization and grammaticalization processes play a crucial role in phrasal verbs' gradual transition from syntactic forms to morphological structures (Iacobini, 2009). Third, lexical hybrids initiated by Kachru (1983, as cited in Ngula, 2014) concern lexical innovation from South Asian Englishes. Indeed, they are mixed lexical forms from two or more different languages. Lexical hybrids in World Englishes are those in which heads and modifiers are from English and non-English and vice versa. Kachru (1983, pp. 152-162) categorizes lexical hybrids into open and closed sets with regard to South Asian English. In the open set titled

“classification of hybrid formations”, there are two structures, which are “South Asian item as head and South Asian item as modifier”. This can be applied as English heads with non-English modifiers and non-English heads with English modifiers. Meanwhile, the closed-set “hybridization and derivative suffix” consists of three groups, which are “non-English as head and English derivational suffix”, “English head and non-English derivational suffix”, and “non-English head and English prefix of negation”.

Fourth, coinage is “the invention and general use of totally new terms” (Yule, 2020, p.64), such as tradenames (nylon and Vaseline) and Google, which is based on its misspelling of ‘googol’. Fifth, borrowing is when words from other languages are adopted by English, such as ‘yogurt’ (Turkish). English terms can be borrowed into non-English items; they are linguistically assimilated into the local language use (Yule, 2020). Sixth, acronyms and abbreviations are that the former involves the coining of initial letters of words, titles, or phrases into new words, such as SALT for *Strategic Arms Limitation Talks*. To become an acronym, a new word must be pronounced as a word, not a series of letters, which is called an abbreviation; the term ‘Value Added Text’ is called /vaet/ (VAT) or an acronym (Bauer, 1983). Finally, multiple processes refer to more than one lexical formation strategy for the creation of novel words. ‘Deli’ in American English is formed by two lexical processes; it is borrowed from ‘delicastessen’ in German and ‘deli’ is a ‘clipping’ (Yule, 2020, p. 66).

Grammatically, Biber et al. (1999) mention the complexity of English NPs because of premodifiers and postmodifiers. *Premodifiers* cover adjectives, participial modifiers, and other nouns. *Postmodifiers* comprise relative clauses, *ing*-clauses, *ed*-clauses, *to*-infinitive clauses, prepositional phrases, and noun phrases in apposition. For *multiple premodifiers*, certain NPs have modifiers made up of two, three, and four words. Additionally, some NPs provide coordinated premodifiers that modify head nouns. For verb phrases, a main verb precedes a maximum of four auxiliary verbs, namely *auxiliary 1*, *auxiliary 2*, *auxiliary 3*, *auxiliary 4*, main verb (Greenbaum & Nelson, 2002, pp. 53-54). VPs are divided into finite and non-finite ones. Finite verbs are those containing a contrast in present and past tense, and they can be marked for person and number. Non-finite verbs are those in which all the verbs are infinitives and -ing/ed participles. Clauses are complex due to embedding levels. Embedded clauses are dependent or finite ones (noun, adverbial, and adjective clauses) while the superordinate one is an independent clause. However, non-finite ones are infinitives, ing/ed- supplementive, and verbless clauses. Independent clauses can have four functions: declaratives, interrogatives, imperatives, and exclamations (Biber et al., 1999).

Lastly, hybrid phrases have no theoretical foundations; this study considers Bennui’s (2024b) framework that involves “phrasal form, in which pre-or post-modifiers of English head nouns, verbs, adjectives, and prepositions are grounded in non-English or vice versa” (p. 60). Thus, there should be hybridization in NPs, VPs, APs, AdvPs, and PPs. English grammatical elements of NPs, VPs, APs, AdvPs, and PPs can be pre-and post-modified by non-English ones or vice versa.

Semantically, Leech’s (1981) seven types of meaning are considered. Firstly, *conceptual meaning* is either a denotative or a logical meaning. Secondly, *connotative meaning* involves emotional, cultural, subjective, and real-world meaning. Thirdly, *social meaning* concerns the social circumstances of language use. Fourthly, *affective meaning* involves personal or emotional feelings of speakers and their attitudes toward listeners. Fifthly, *reflected meaning*

is related to "one sense of a word forms part of our response to another sense" (p. 16). Sixthly, *collocative meaning* concerns the way the meaning of an utterance is associated with that of the other's environment. Finally, *thematic meaning* refers to the meaning of utterances related to ordering, focusing, and emphasizing their language elements.

Furthermore, Finegan's (2008) *Linguistic meaning* comprises reference and sense. *Referential meaning* is the way an utterance makes reference to "the actual person, object, abstract notion, event, or state" (p. 174) in the real world. *Social meaning* concerns the way expressions present information regarding the speaker's social identity reading social status, ethnicity, regional origin, and social contexts. Finally, *affective meaning* involves the way speakers' emotions, attitudes, and feeling influence the meaning of utterances. Thus, this study integrates the theories of Finegan (2008) and Leech (1981) into only seven types, namely *conceptual-linguistic*, *connotative*, *social*, *affective*, *reflected*, *collocative*, and *thematic* meaning. That is, the shared names 'social meaning' and 'affective meaning' remain; the type 'conceptual-linguistic' is a coined one.

Finally, World Englishes involves Islamic English, global commerce/economy, and Thai English. According to Al Faruqi's (1995) Islamic English, Muslim users of English can be permanent citizens in native-English and ESL countries. For the ESL group, their national languages and Muslim culture are transliterated in the Latin alphabet; their Muslim names in Arabic with Islamic meaning are written in Latin scripts. Moreover, it is not simple to translate Arabic words into English because their meaning belongs to divine prevenience that must remain in Arabic forms. Further, Arabic words with Islamic meaning can be mis-transliterated and mistranslated, so Muslims need much consideration and awareness of these two processes. Moreover, Jassem's (2013) Islamic English has the following linguistic features: (i) Islamic Arabic words available in Standard English dictionaries and (ii) grammar grounded in Standard Islamic English as a norm. Regarding discourse, the features are (i) topics in Islamic matters, (ii) styles concerning text types, (iii) Islamic greeting in Arabic expressions, (iv) audience referring to English-speaking Muslims as well as heavy reliance on Islamic heritage from Qur'an and Muslim scholars' texts, (v) the use of code-switching and code-mixing between Arabic and English, and (vi) the inclusion of Arabic texts with transliterations, translations, and interpretations.

Last, Mohamed Ali's (2014) 'Islam-English' appears in the following textual strategies: (i) linguistic Islamification or linguistic innovation based on the Anglicization of Arabic lexicons on Muslim culture such as 'Halally'; (ii) devotional terms which are some Arabic or uniquely Muslim terms translated in parenthesis; (iii) Economics or Islamic economic terms, for example, 'Shariah-based banking products'; (iv) Islamic attire found in 'hijab' (Arabic); (v) Islamic law involves some words such as 'haram'; and (vi) Islamic language use involving spelling reform of some Arabic words in English "Makkah is the preferred from for Mecca..." (p.72).

According to Van Horn (2009), World Englishes involves global commerce because English is used for commerce worldwide in the 21st century. English functions as the language of the world marketplace in which consumer-oriented discourses are constructed. This notion involves business people and professional identity. It also comes alongside the notions of culture, business culture, and Englishes. Understanding Englishes commercially needs to be aware of varieties of English that create, reflect, and reproduce cultural systems regarding

'socially realistic linguistic' of Kachru (1981) in which language, context of situation, and context of culture are interrelated. Further, it can concern industry and services in which English is mainly used. Customers' English needs, registers of texts, and technical vocabulary in commercial activities in the global and local marketing can be analyzed.

Thai English represents a variety of English used by Thais as non-native English speakers. It has its own linguistic structures influenced by the Thai language (Rogers, 2013). Thai English words and grammar are reviewed. Firstly, transfer of Thai into English is found in greetings such "Where are you going"? (p.13). Moreover, lexical borrowing can be *farang*, *khun*, and *krengjai* (Bolton, 2003, as cited in Trakulkasemsuk, 2012, p.105). Additionally, lexical hybrid is a *farang* man (Chutisilp, 1984, p. 131, as cited in Trakulkasemsuk, 2012, p.105). Besides, noun modifiers in Thai English are evident in the highly frequent use of postmodifiers transferred from Thai (Trakulkasemsuk, 2007, as cited in Trakulkasemsuk, 2012). These concepts are taken to interpret indicators and contribution of the results to World Englishes in the Thai context.

3. Research Methodology

3.1 Research Design

This research was designed as a mixed-method study. Quantitatively, it provided background information of the selected texts within 10 years (2015-2014) using descriptive statistics, according to the six types of the global Halal industry (Qadri, 2024). The frequency of the linguistic items related to Thailand's Halal industry was manually calculated and expressed as percentages. However, the repeated items were excluded from the count because this study did not employ the corpus linguistics approach. This study underscores a qualitative one according to the documentary research method using textual analysis to examine the structural linguistic elements of English that present Thailand's Halal industry.

3.2 Data Source and Language Samples

The selection of the Bangkok Post as the data source requires a stronger justification tied to its discursive role (e.g., as a mediator for international audiences and a shaper of elite perception). The researcher used a purposeful sampling method with a criterion strategy to select language samples from the online files of the articles from the Achieves website. For the criteria, (i) they can be news stories or articles from the Bangkok Post published within 10 years from January 1, 2015 – December 31, 2024); (ii) their contents are based on social, economic, and technological aspects of Thailand's Halal industry or its regional, Asian, or global relations; and (iii) the selected texts are taken from headlines or leading or body grounded in this industry.

3.3 Instruments

An important instrument is the researcher's file of the selected articles. This file consists of two main parts. The first is a raw data file of the 70 selected texts. The other is a set of data of structural linguistic categories tabulated into six columns: number, lexical/grammatical items, source text, type/subtype, type of meaning, and remarks.

3.4 Ethical Considerations

Before data collection, in early April, 2025, this study's proposal was submitted to the Ethics Committee for Research Involving Humans, Thaksin University, Thailand. It was then granted

an exemption in compliance with the international guidelines for human research protection, as the Declaration of Helsinki, The Belmont Report, CIOMS Guideline, International Conference on Harmonization in Good Clinical Practice (ICH-GCP), and 45CFR 46.101(b).

3.5 Data Collection Technique

For the preliminary stage, the researcher started by visiting the search/achieve section in the website of Bangkok Post, namely <https://search.bangkokpost.com/search/result?q=halal+industry&category=news> (Bangkok Post, 2025). To seek the relevant articles for the topic 'Halal Industry in Thailand, in May 2025, he used keywords such as 'Halal', 'Halal Industry', 'Halal Industry in Thailand', and 'Islamic' from the said date. Then, he contacted a coordinator of the newspaper in early June 2025 to request permission to use the data and grant copyrights for the texts. After this, he was granted this permission and the consent from the newspaper. For the actual data collection, because of the updated, reliable, valid, and copyrighted set of data from the mentioned date, the researcher requested the staff of the newspaper to search halal-based articles from the archive. Then, 76 files of them were emailed to the researcher. They were downloaded to recheck the relevant and required information. These texts appear in the Microsoft files without visual texts, and they provide publication date, pagination, section, byline, and main texts which carry headline, lead, and body according to language elements of online and print newspapers (Busà, 2014). They were then stored in the researcher's main electronic file.

3.6 Data Analysis Procedures

Firstly, data screening, categorizing, and synthesizing had been conducted from mid-June to mid-August, 2025. The researcher started to read all the files to screen the relevance of the texts. Six articles are not related to the context of Thailand; only 70 articles are used as the raw data. The researcher categorized and rearranged them using codes according to the criteria: (i) the newspaper abbreviation (BKKP) and the sequential number; (ii) the sequential date and the pagination; (iii) the section; and (iv) the six categories of the world Halal industry in abbreviation, namely: Halal Food Industry (HFI) Halal Food Supply Chain and Halal Logistics (HFSC&HL), Halal tourism (HT), Halal Pharmaceuticals (HP), Halal Cosmetics and Halal Fashion (HC&HF), and Halal Certification and Auditing (HCA).

The above background information is revealed in percentages. There were 5 related articles (7.14%) in 2015, 9 (12.86%) in 2016, 6 (8.57) in 2017, 3 (4.29%) in 2018, 1 (1.43%) in 2019, 2 (2.86%) in 2020, 1 (1.43) in 2021, 13 (18.57%) in 2022, 18 (25.71%) in 2023), and 12 (17.14%) in 2024 respectively. Thus, 2023 showed the highest number of articles, whereas 2019 and 2021 displayed the lowest number. For domains of the global Halal industry, the highest number of articles fell into HFSC&HL at 55.71%. This is because Halal food processing and goods' exporting and trading have been a key focus of the Thai government and its international economic ties. This was followed by HT at 30%. However, this was distantly followed by HFI at 8.57%. Then, 'HCA' and 'HC &HF' showed similarly low proportions at 4.29% and 1.43%, respectively. Surprisingly, any article mainly regarding the PH category was not found.

The final stage of this process, from mid-June to mid-August, 2025, is synthesizing extracts. All the articles contain a headline, a lead, and a body. Each text was identified by its newspaper abbreviation, sequence number, date, page, section, byline, and the abbreviated global Halal industry category.

Secondly, the researcher did a pilot study considering 10-20% of the major sample size in social science research (Baker, 1994, as cited in Hazzi & Maldaon, 2015, p.1). 10 percent of the 70 texts were applied; the first seven news articles were textually analyzed in early September, 2025. The researcher found that the journalists utilize and create lexicons with specific strategies according to the frameworks – English compound nouns, abbreviations and acronyms, coinage, borrowing, and lexical hybrids. However, there is an emerging sub-strategy, namely ‘multiple processes’, so its scholarship is supported. Grammatically, the samples provide noun phrases in English with pre-and post-modifiers and hybridization. The latter one embodies complex structures – hybrid NPs, a hybrid VP, and a hybrid PP. These features convey some social meaning, indicating Islamic English and World Englishes in which the Arabic word ‘Halal’ is Romanized, and it interacts in English-Thai hybridity. These linguistic items are used and created for the business and commercial functions that support the Thai Halal industry in the global arena.

Thirdly, the actual data analysis entails a textual analysis and interpretation of the selected items from the extracts utilizing the frameworks. This started with the researcher’s deliberate examination of each linguistic category, including the seven texts of the pilot study. The lexical and grammatical categories were inspected for their semantic type, and they were intricately interpreted with their contribution towards World Englishes in the Islamic context of the Thai and global economy. After this, all these findings were elucidated with the previous studies.

Finally, validity checking using triangulation with the frameworks from different theories (Creswell & Creswell, 2018) was employed to analyze the similar themes and categories on the Halal industry in Thailand. Such theories are grounded in structural linguistics accepted by worldwide scholars in academic journals. Further, this validity is investigated through the researcher’s writing a research article for publication. This process would be examined by double-blind reviewers. When the results of the research article come out, they are used to adjust the researcher’s analysis, interpretation, and discussion of the overall findings.

4. Results

4.1 Lexical and Semantic Features of English on the Halal Industry in Thailand

The journalists creatively utilized and formed 51 lexical items on this topic with seven strategies, which are English compounds, phrasal verbs, lexical hybrids, coinages, borrowing, acronyms and abbreviations, and multiple processes. Each provides specific semantic types.

4.1.1 Lexical features

(1) English compounds

There are 15 English compounds, 29.42%, with mostly compound nouns, which are more exocentric than endocentric. The exocentric ones comprise various items such as *high-end travellers* (BKP₄) (compound Adj+N), *modest-fashion* (BKKP₁₈) (Adj+N), *Islamic tourism* (BKKP₄₃) (Adj+N), *twin-city concept* (BKKP₆₄) (compound N+N), *Muslim-friendly amenities* (BKKP₆₆) (compound Adj +N), and *signature dishes* (BKKP₆₈) (N+N). Meanwhile, the endocentric ones are non-Muslims (BKKP₁₅) (prefix +N), *hygiene regulations* (BKKP₄₁) (N+N), and CERTIFICATION RULES (BKKP₆₀) (N+N), among others. However, only a compound verb

is found – *micro target* (BKKP23) (prefix +V), which is also exocentric. An outstanding item is discussed.

Example 1

*Demand for **Muslim fashion** has also increased, he said. "Iran, Turkey, and Saudi Arabia are major spenders on clothes and shoes..."* (BKKP41(02-01-2023)p.3, Main, HCA)

The item 'Muslim fashion' is exocentric as it exhibits productivity. It expresses cultural identity, lifestyle with Islamic faith, and the global economy resulting from the production of Muslim clothing.

(2) Phrasal verbs

There are 16 phrasal verbs, 31.37 %. They appear in three forms. For infinitives with *to*, there are *bring about* (BKKP35), *pass on* (BKKP41), *come up* (BKKP52), *set up* (BKKP56), *push ahead* (BKKP58), and *tap into* (BKKP60), among others. Meanwhile, only '*push for*' (BKKP38) acts as an infinitive without *to*'. Next, participle verb forms appear in the following: '*came up*' (BKKP37), '*(is/were) looking for*' (BKKP40), '*is looking for*' (BKKP40), and '*met with*' (BKKP57), among others. Last, a simple present verb is evident in '*cater to*' (BKKP47) and '*capitalise on*' (BKKP47). These all represent the practical business activities that support Thailand's Halal industry. A remarkable instance is displayed.

Example 2

*In addition, he said the department aims to **beef up** public relations for Thai food products, halal food, Industrial products, and beauty goods through online channels...* (BKKP28(31-01-2022)p.3, Business, HFSC&HL)

The phrasal verb '*beef up*' is employed as an infinitive to strengthen the production of the Halal industry in Thailand.

(3) Lexical hybrids

There are four lexical hybrids, 7.84 %. They are similar in that Arabic words, as non-English items, are hybridized with English ones. They are '*Halal-friendly travel services*' (BKKP4), '*Halal Wisdom*' (BKKP20), '*shariah law*' (BKKP40), and '*Halal corridor*' (BKKP50). The adjective 'Halal' pre-modifies the English nouns to create innovative meaning in the Halal industry. Meanwhile, '*shariah law*' is based on N+N (endocentric). All the items are considered the open set '*classification of hybrid formations*' (Kachru, 1983) because of their English head nouns and Arabic premodifiers. This can be explained through the following item.

Example 3

*People should look at how serious halal is in terms of complying with **Shariah law**.* (BKKP40(12-09-2022)p.2, Main, HFSC&HL)

The English head noun 'law' is pre-modified by the Arabic noun 'shariah'. This lexical hybrid can be similar to a reduplicative compound noun, as 'shariah' (Islamic law). However, the journalist uses 'shariah law', a foundation of the Halal industry, to differentiate themselves from others.

(4) Coinages

Six coinages, 11.77%, represent the Halal branding. First, *CrescentRating* (BKKP4), pure English, has no spacing, and the 'crescent' symbolizes Muslim identity. It is the global leading

company on halal-friendly travel in Singapore (CrescentRating, 2025). Likewise, 'Thailand Muslim Friendly' (BKPP24) is the English name of a Halal application designed by the Thai government to assist tourists' Halal tourism. Similarly, 'Halal Rout' (BKPP70) is an application by Chulalongkorn University. Next, *Al Meroz Hotel* (BKPP9) is a trademark of the first five-star Halal hotel in Thailand. It is a hybrid of Arabic and English, or the Arabization of English. Later, *Celine* (BKPP37) is the brand name of the local Halal skincare. It is phonologically and orthographically coined with an Arabic name, Zeereen, although it is coincidentally close to the French brand. The outstanding one is shown.

Example 4

Other highlights include Hainanese chicken rice, which comes with Singaporean-style soy broth and three types of dipping sauce from Homchui Kaomunkai, and premium black Angus beef from Nua Tair. (BKPP68(05-08-2024)p.2, Life, HT)

Nua Tair is the Thai branding of the franchised Halal restaurant with premium beef menus owned by a former famous singer of the *Silly Fools* band, *Bang To*, who is also a Muslim. This brand is processed by the Romanization of Thai, namely pure beef.

(5) Borrowing

Loanwords found are based on Arabic. There are four items, 7.84%, regarding Halal food and Islamic lifestyles as follows: *Sharia* (BKPP 4), *halal* (BKPP 7), *haram* (BKPP 60), and *Tayyib/Tayyiban* (BKPP 60). The remarkable item is discussed.

Example 5

*"They know that **halal** means safe and clean food. That's why they come to eat here."* (BKPP7(13-03-2016)p.6, *Spectrum*, Chaiyot Yongcharoenchai, HFI)

Halal here functions as a noun borrowed into the English text. In this context, it stands individually with its translated meaning beyond Islamic permission.

(6) Acronym and abbreviation

There are four items, 7.84 %, in which more abbreviations than acronyms are identified regarding Thailand's Halal industry. Abbreviations are OIC (Organisation of Islamic Cooperation, BKPP 5), GMTI (the Global Muslim Travel Index, BKPP66), and TMTA (the Thai Muslim Trade Association, BKPP 68) because they are pronounced as their alphabets. Meanwhile, only CICOT (BKPP32) is the acronym, so it is discussed.

Example 6

*The task force is the integration of government agencies and private sectors, such as the **Central Islamic Council of Thailand (CICOT)**, the Halal Standard Institute of Thailand...* (BKPP32(31-03-2022)p.3, *Main*, HCA)

The acronym 'CICOT' is pronounced as 'SAI-KOT'. It is based on English, but it represents the Thai Muslim identity. This organization is the foremost agent dealing with Halal and Islamic sectors for Muslim Thais.

(7) Multiple processes

There are only two lexical items, 3.92%, formed with multiple processes. First, *Celine Halal* (BKPP37) has two processes – coinage and borrowing from Arabic. Another is discussed.

Example 7

IBank to double the number of branches nationwide. State-owned Islamic Bank of Thailand (IBank) has been instructed to more than double the number of branches...(BKKP26(27-05-2020)p.2, Business, HFI)

The term 'IBank' is grounded in coinage and clipping. This English brand name is coined. The adjective 'Islamic' is clipped into the letter 'I' (ai) for convenient communication among Thai people. Phrasal verbs are the highest lexical strategy, while the multiple process becomes the least.

4.1.2 Semantic Features of the Lexical Items

The lexical items convey particular meaning on Thailand's Halal industry according to the framework (Finegan, 2008; Leech, 1981). Only the thematic meaning is not found. The remaining meanings are quantitatively and qualitatively discussed.

(1) Conceptual-linguistic meaning

7 items, 13.73%, carry the conceptual-linguistic meaning. Firstly, the items 'hygiene regulations' and 'certification rules' are similar in that they are entities referred to the order and norm of how products are to be cleaned and certified according to Halal Standards. Secondly, the following item is discussed.

Example 8

MARKET KNOWLEDGE

"I think Thailand needs to truly understand the halal market and its evolving needs, implementing industrial policies..." Mr. Thaweelap said. (BKKP60(12-02-2024)p.5, Business, HFSC&HL)

The item 'market knowledge' denotatively refers to the basic principle of all business activities. This knowledge is required for the Halal market.

Thirdly, the items *bring about*, *met with*, and *(has) teamed up* are similar because of their denotative meaning on Halal business operations. Lastly, *Nua Tair* has a denotative meaning according to its Thai brand – pure beef, especially imported meat.

(2) Connotative meaning

14 items, 27.45%, provide the connotative meaning. First of all, the *twin-city concept* concerns the idea of building the Halal industry between Northern Malaysia and the Deep South of Thailand. Moreover, the phrasal verbs *beef up*, *came up*, *push for*, *(is/were) looking for*, *pass on*, *cater to*, *capitalise on*, *(are) looking into*, and *come up*, among others, are connotatively associated with Halal business operations. A remarkable one is discussed.

Example 9

Certification is becoming an important export standard to tap into the halal market. (BKKP60(12-02-2024)p.5, Business, HFSC&HL)

The item 'tap into' is a crucial strategy linking the Halal certificate to the global Halal market. Its positive connotation represents the resourceful access to such a market.

(3) Social meaning

This meaning comprises 19 items, 37.26%. There are *Muslim fashion*, *Islamic tourism*, *border development*, *Halal Wisdom*, *Halal corridor*, *Shariah Law*, *CrestcentRating*, *Halal Route*, *OIC*, *CICOT*, *TMTA*, *IBank*, and *Celine Halal*, among others. They involve religious, cultural, economic, and geographical elements because of the notions of Halal, Islamic, and Muslim embedded. An outstanding item is discussed.

Example 10

Sanya Saengboon, managing director and general manager of Al Meroz Hotel, said he just returned from ITB, the big travel trade show in Berlin. (BKKP9(22-03-2016)p.3, Business, HT)

Al Meroz Hotel has its semantics with socio-religious and socio-economic grounds on this industry. With the hybridized use of Arabic and English, this brand name of the luxurious hotel conveys Muslim religious and global languages.

(4) Affective meaning

It suits 4 items, 7.84%. They are *Muslim-friendly destinations*, *Muslim-friendly amenities*, *Halal-friendly travel services*, and *Thailand Muslim Friendly*. Notably, they are shared by the notion of 'friendly' that provides positive emotions of happiness, trust, and safety towards Muslim tourists in Thailand. One of them is discussed.

Example 11

Visitors can also get a free copy of Halal Check in Thailand, which contains a list of halal-certified restaurants, or download **Thailand Muslim Friendly**, a free app created by the government to help Muslim travellers.... (BKKP24(09-09-2019)p.6, *Asia Focus*, HT)

The item 'Thailand Muslim Friendly' addresses an affective meaning. This application has a sense of helpfulness, warmth, and ease for those Muslims who travel to Thailand.

(5) Reflected meaning

Only 2 items with reflected meaning, 3.92 %, are found. The first is *Celine*, or the brand of Halal skin care that unintentionally mirrors the French luxurious brand and intentionally means the producer's daughter, named *Zeereen*, which is more Muslim. The other is discussed.

Example 12

Both Muslims and foodies can indulge in over 100 delicious dishes from international halal restaurants, including Just Salt Steak,...; and Brother's Kitchen, a Hong Kong-style Islamic-Chinese restaurant and café whose signature dishes include duck and black sea wonton. (BKKP68(05-08-2024)p.2, Life, HT)

The item 'signature dishes' conveys an outstandingly flavorful, tasty, and savory sense of international foods. Moreover, it reflects Islamic cultural identity. 'Signature' also identifies the unique and special food that suits Halal cuisine.

(6) Collocative meaning

Five items, 9.80%, provide collocative meaning: *high-end travellers*, *non-Muslims*, *modest fashion*, *micro-target*, and *high-end visitors*. The synonymous words 'travellers' and 'visitors' can collocate with 'high-end', sensing rich tourists from the Middle East. Likewise, the prefix

'non-' can semantically collocate with a human being 'Muslims'. Similarly, 'fashion' can collocate with 'modest' for the covered and comfortable sense regarding Muslim clothing style. The final item is discussed.

Example 13

*The Tourism Authority of Thailand (TAT) has a new scheme to **micro-target** niche tourist markets like Indonesian women and Japanese students. (BKKP23(11-12-2018)p.4, Business, HT)*

'Micro-target' has an intention for the Muslim tourism market, here in Thailand, so it is considered a collocation in marketing.

Overall, the lexicons in this industry mostly carry social meaning. It precedes connotative, conceptual-linguistic, collocative, affective, and reflected meanings.

4.2 Grammatical and Semantic Features of English on Thailand's Halal Industry

4.2.1 Grammatical Features

170 grammatical items regarding this industry are divided into 9 aspects: English noun phrases, English verb phrases, English gerund phrases, hybrid noun phrases, hybrid verb phrases, hybrid prepositional phrases, hybrid adjective phrases, hybrid gerund phrases, and English clauses.

(1) **English noun phrases (ENP)** contain 57 items, 33.52%. They embody complexity with three main types below.

(1.1) ENPs with only pre-modifiers

Considering Biber et al. (1999), this NP type is patterned by "determiner (Det) + premodifier (PreM)+ head noun (HN)" and "premodifier (PreM) + head noun (HN)". Here, 'PreM' can be adjectives and/or adjective and/or nouns, and HN is a noun. There are 9 sub-patterns below.

- (i) **PreM (Adj) + HN** contains *Muslim visitors (BKKP2)*, *Muslim arrivals (BKKP2)*, and *Muslim communities (BKKP2)*, among others.
- (ii) **PreM (Compound Adj + HN)** contains *Muslim-related media (BKKP2)*, *non-Muslim countries (BKKP2)*, *non-Islamic countries (BKKP4)*, for example.
- (iii) **PreM (Adj + N) + HN** comprises *Muslim tourist arrivals (BKKP2)*, *Islamic clothing stores (BKKP11)*, and *Muslim consumer groups (BKKP60)*, among others.
- (iv) **PreM (Adj + Adj) + HN** carries *wealthy Muslim travellers (BKKP4)*, *global Muslim travel (BKKP18)*, and *various Muslim organisations (BKKP5)*.
- (v) **Det+ PreM (Adj) + HN** carries *the Muslim market (BKKP2)*, *the Islamic world (BKKP17)*, and *other prohibited items (BKKP37)*, for example.
- (vi) **Det + PreM (Compound Adj) + HN** consists of *a Muslim-friendly environment (BKKP9)* and *a Muslim-friendly destination (BKKP66)*.
- (vii) **Det + PreM (Adj + Adj) + HN** comprises *the provincial Islamic committees (BKKP14)*, *The global Muslim market (BKKP21)*, and *the provincial Islamic council (BKKP41)*, among others.
- (viii) **Det + PreM (Adj + N) + HN** contains *the Islamic tourist market (BKKP15)* and *the Muslim consumer market (BKKP17)*, among others.

Example 14

*The government sees the importance of opening up for **the Muslim tourism market**," she said. "We hope the policy can be carried on by the new government." (BKKP53(19-08-2023)p.1, Main, HT)*

For 'the Muslim tourism market', the determiner 'the' precedes the premodifier, which is followed by the head noun 'market'. This premodifier consists of the adjective 'Muslim' and the noun 'tourism'.

- (ix) **Other Patterns** are found in *the main Muslim tourist markets (BKKP2)* (Det + PreM (Adj + N + N) + plural HN), *The Global Muslim Lifestyle Travel Market report (BKKP2)* (Det+ PreM (Adj + Adj + N + N + N) + HN), *a prayer room (BKKP4)* (Det + PreM (N) + HN), and *an all-Muslim cooking team and chef (BKKP4)* (Det + PreM (Compound Adj +N) + HN + conjunction + HN), among others.

(1.2) ENPs with only post-modifiers

They have no main premodifiers. All have different grammatical patterns: *all things Islamic (BKKP17)* (Det + HN + PostM (reduced Adj clause), *non-Organisation of Islamic Cooperation (OIC) destinations (BKKP18)* (Pre-fix +HN + PostM (PP+Abbreviation)), and *the Organisation of Islamic Cooperation in the Global Muslim Travel Index 2019 by Mastercard and CrescentRating (BKKP25)* (Det + HN + PostM (PP + PP + PP)).

(1.3) ENPs with both pre-and post-modifiers

They also convey complex structures with two major patterns:

- (i) **PreM +HN + PostM** is evident in *Muslim consumers worldwide (BKKP5)*, *State-owned Islamic Bank of Thailand (IBank) (BKKP26)*, *tourism activities related to the Muslim calendar (BKKP43)*, and *Muslims' preferences for sweets and canned food (BKKP48)*, among others.
- (ii) **Determiner (Det) + PreM + HN + PostM** is seen in *The MasterCard's Global Muslim Travel Index 2015 (BKKP4)*, *the Central Islamic Council of Thailand (BKKP6)*, *the MasterCard-CrescentRating Global Muslim Travel Index 2017 (BKKP18)*, and the outstanding item, which is illustrated below.

Example 15

*Thailand ranked second in **the top 10 preferred destinations for Muslim travel** among countries outside of the Organisation of Islamic Cooperation...(BKKP25(03-01-2020)p.3, Main, HT)*

Structurally, the determiner precedes the multiple premodifiers, comprising the adjective 'top', the numeral '10', and the participle adjective 'preferred'. These elements preexist the plural head 'destination', which is post-modified by the PP phrase 'for Muslim travel'.

(2) **English verb phrases (EVP)** are found in two finite verb phrases, 1.18%. They are "*plans to promote Thailand as a friendly destination for Muslim tourists*" (BKKP43) and "*is working closely with related sectors to identify how to promote Thailand as a Muslim-friendly tourist destination*" (BKKP53).

(3) **English gerund phrases (EGP)** appear in two items (1.18%): "*Attracting more Muslim tourists*" (BKKP2) and "*Considering there are 1.5 billion Muslims around the world,...*" (BKKP17).

The former has GP as a subject of the clause, while the latter has GP as an introductory adverbial element.

(4) Hybrid noun phrases (HNP) predominated the findings at 94 items (55.29%). They are formed in 10 patterns.

- (i) **PreM (Non-English Adj) + HN** contains phrases such as *halal products (BKPP 1)*, *halal producers (BKPP1)*, *halal requirements (BKPP1)*, *halal companies (BKPP1)*, *halal restaurants (BKPP11)*, and *halal services (BKPP15)*.
- (ii) **PreM (non-English Adj + N) + HN** comprises *halal standards development (BKPP1)*, *halal food production (BKPP5)*, *Halal food imports (BKPP5)*, *Halal food estate (BKPP13)*, and *halal food certification (BKPP27)*, among others. The outstanding one is discussed.

Example 16

"The project to support and promote **Halal product entrepreneurs** to export". (BKPP69(07-08-2024)p.2, Business, HFSC&HL)

The hybrid premodifier in which the Arabic adjective 'Halal' precedes the noun 'product' is to modify the plural head noun 'entrepreneurs'.

- (iii) **PreM (Adj + non-English Adj) + HN** comprises *Thai halal products (BKPP1)*, *Thai halal food (BKPP10)* and *Thai halal market (BKPP19)*.
- (iv) **Det + PreM (non-English Adj) + HN** appears in *a halal certification (BKPP4)*, *The halal dividend (BKPP5)*, *other halal food (BKPP7)*, *the halal estate (BKPP13)*, and *all halal products (BKPP7)*, among others.
- (v) **Det + PreM (non-English Adj + Adj) + HN** carries *a halal industrial estate (BKPP1)*, *the Halal Economic Corridor (BKPP33)*, and *a Halal Economic Corridor (BKPP 59)*, among others.
- (vi) **Det + PreM (Adj + non-English Adj) + HN** consists of *a national halal committee (BKPP5)*, *the global halal business (BKPP5)*, and *the grandiose halal festival (BKPP68)*.
- (vii) **Det + PreM (non-English Adj + N) + HN** contains *the halal food trade (BKPP5)*, *the halal food estate (BKPP13)*, *a halal tourism destination (BKPP15)* and *the halal food category (BKPP44)*, among others.
- (viii) **Det + PreM (Adj + non-English Adj + N) + HN** is evident in *halal production Base (BKPP5)*, *the key halal production base (BKPP5)*, *the official halal trademark (BKPP6)*, and *The global halal food market (BKPP32)*, among others.
- (ix) **PreM (non-English) +HN + Conjunction + HN** comprises *Sharia law and production (BKPP41)* and *Shariah scholars and operators (BKPP60)*.
- (x) **Other patterns** consist of *world halal market (BKPP10)* PreM (N + Arabic Adj) + HN, *non-halal meat (BKPP11)* PreM (hybrid compound Adj) + HN, *a hijab (BKPP11)* (Det + Arabic N), (Det + PreM (Adj + Arabic Adj + N + N) + HN), and *The Mall Lifestore Bangkok Halalicious (BKPP68)* (Det + HN (Compound)) + Reduced PP (Arabic+English blended) (det + PreM (Arabic N) + English HN), among others.

(5) Hybrid verb phrases (HVP) contain 9 items, 5.29%. They are finite ones, for example, *should push themselves to develop better Halal standards (BKPP41)*, *know how to practise halal by nature (BKPP50)*, *approved initiatives to make Thailand a halal hub in Southeast Asia*

(BKKP61), and are ready to push the Thai halal industry as a halal hub of the region... (BKKP63). An outstanding item is illustrated.

Example 17

Now, a growing number of food companies are switching to halal to widen their customer base. (BKKP17 (26-03-2017) p.11, Spectrum, HT)

The form 'to halal..' (a non-finite verb) is that the Arabic word 'halal' is verbalized. Meanwhile, the remaining items indicate their grammatical hybridity, as the word 'halal' is embedded within noun phrases serving as objects or complements within the overall verb phrase structures.

(6) **Hybrid adjective phrases (HAP)** provide one item, 0.59%, which is *halal compliant* (BKKP4).

(7) **Hybrid prepositional phrases (HPP)** contain one item, 0.59%, below.

Example 18

Fuengfah is famous in the city for selling halal khao soi curry noodles. (BKKP7 (13-03-2016) p.6, Spectrum, Chaiyot Yongcharoenchai, HFI)

This HPP functions as an object of the preposition 'for'. The gerund form 'selling' precedes the hybrid NP made up of the Arabic adjective 'halal', the Thai proper name of food 'khao soi', and the English noun 'curry'. This hybrid form pre-modifies the plural English head 'noodles'. Indeed, this hybrid PP explains the success of this Thai restaurant 'Fuengfah'; thus, it functions as an adverbial of reason in this context.

(8) **Hybrid gerund phrases (HGP)** comprise two items, 1.18%, namely *Courting the halal market* (BKKP4) and *But going halal* (BKKP17).

(9) **English clauses (EC)** carry two independent clauses, 1.18%. About 90% of his company's clients are Muslims coming to Thailand mainly for leisure and medical checks (BKKP5), and *Last year there were 121 million Muslim arrivals globally,...* (BKKP18). They similarly function as sentences. They are declarative clauses regarding the information on Muslim tourists and Muslim people that will be fruitful to Thai tourism.

Overall, HNPs become the highest grammatical feature because of its complexity. This preexists ENPs. However, the least ones are HAP and HPP.

4.2.2 Semantic features of grammatical items

The grammatical items provide semantic features on the Halal industry in Thailand regarding the framework (Finegan, 2008; Leech, 1981). All meaning types are found.

(1) **Conceptual-linguistic meaning** comprises two items, 1.18%, through 'a prayer room', which is an entity referred to as a place set for Muslim praying. Another is 'Islamic tourism principles' or a fundamental concept of how Islam and tourism are related.

(2) **Connotative meaning** is seen in five items, 2.94%, which are *halal practice, halal symbols, halal knowledge, but going halal*, and the following one that is discussed below.

Example 19

"More importantly, 80% of the population are Thai-Muslim, so they know how to practise Halal by nature," he said. (BKKP50(06-08-2023)p.2, Main, HFSC&HL)

The highlighted VP evokes a positive connotation. Thai Muslims are well-versed in the procedural management for a Halal lifestyle, owing to their spiritual recognition and learned behaviors. The knowledge of Halal is from the Quran, practiced in Muslim families and environments. Thus, 'to practice Halal by nature' connotatively involve skills, cultural literacy, habitual features, and religious realization.

(3) Social meaning has the vast majority with 151 items, 88.82%. They can be divided into sub-elements below:

- (i) **Cultural-religious elements** are found in *Thai-Muslim culture, other prohibited items, Islamic rules, halal requirements, haram contamination, the halal hygienic standard, and a Nasheed acapella*, among others. A remarkable one is discussed.

Example 20

"Companies are first examined by each provincial Islamic committee, which visits their production sites to check whether their ingredients and machines are clean, to prevent contamination from haram things such as pork, gelatin, or alcohol..."(BKKP41(02-01-2023)p.3, Main, HCA)

The highlighted item represents the vital forbiddance. It is universally understandable. Avoiding pork and alcohol leads to one's spiritual and physical purification, resulting in moral duty and social harmony.

- (ii) **Socio-legal segments** are seen in *Sharia law and production, and Shariah scholars and operators*.
- (iii) **Socio-economic components**, the largest one, consist of *Muslim visitors, Muslim arrivals, Muslim communities, Muslim travellers, Muslim investors, Muslim customers, Islamic Countries, Islamic tourists, Muslim-related media, the Muslim tourist market, the Muslim tourism market, halal event, halal boom, Halal food estate, halal food options, halal dining options, Halal product entrepreneurs, Thai halal products, Thai halal food, and Thai halal market*, among others.

Example 21

Halal food imports to the Gulf Cooperation Council (GCC) are forecast to reach \$53.1 billion by 2020, according to the Economist Intelligence Unit. (BKKP5(31-08-2015)p.1, Asia Focus, HFSC&HL)

Thai foods can be imported into the Gulf countries because of the Halal certifying that signifies food purity and safety. This will bring about upper income to Thai economy; the Gulf countries have the high buying power.

- (iv) **Governmental-managerial parts** are evident in *various Muslim organisations, the provincial Islamic council, the Thai Muslim Trade Association (TMTA) and Muslim Thai Post, the Central Islamic Council of Thailand, halal standards, halal standards development, halal food certification, halal certification standard, a halal certification, the halal logo, the halal sector, the halal certification, and is ready to push the Thai halal industry as a halal hub of the region...*, among others. All are semantically related to the governmental organizations and sectors in Thailand as well as their managements regarding the Halal center and Halal certifying standards.

(4) **Affective meaning** contains five items, 2.94%, such as *a Muslim-friendly destination*, *a Muslim-friendly environment*, and *the grandiose halal festival*. They similarly provide emotional senses of comfort and warmth regarding Halal tourism activities in Thailand.

(5) **Reflected meaning** suits two items, 1.18%, which are *Brother's Kitchen, a Hong Kong style Islam-Chinese restaurant and café whose signature dishes include duck and black sea wonton*, and *Courting the halal market*. The former mirrors a religious, national, and ethnic identities of Halal food whereas the latter reflects grabbing the readers' interests in Halal industry.

(6) **Collocative meaning** carries four items, 2.35 %, such as *halal food production* and *halal agriculture industries* which are collocations suitable in contexts of the Halal food industry.

(7) **Thematic meaning** comprises only one item, 0.59%, namely *The Mall Lifestore Bangkok Halalicious*. It is discussed below.

Example 22

A variety of halal food from popular eateries are presented during "The Mall Lifestore Bangkok Halalicious", which is running at M Grand Hall, ground floor of The Mall Bangkok, Lat Phrao Road, until Wednesday. (BKKP68(05-08-2024)p.2, Life, HT)

Thematically, it emphasizes the innovative lexical and grammatical structure regarding the Halal theme of the festival launched at this shopping mall.

5. Discussion

5.1 Islamic English: According to Al Faruqi (1995), transliteration is visualized in 'borrowing' with four Arabic loans – *halal*, *haram*, *Tayyib/Tayyiban*, and *Sharia*. Further, some words from the coinage '*Al Meroz*' Hotel, the lexical hybrid '*Halal Wisdom*' and '*Shariah Law*', and the multiple processes '*Celine Halal*' are considered partial transliteration. For grammatical features, those words are grounded in hybrid phrases such as Halal goods, a *hijab*, *haram* contamination, *Shariah* scholars and operators (hybrid NP), "...are switching to halal to widen their customer base" (hybrid VP), *halal* compliant (hybrid AP), "...for selling halal khao soi curry noodles" (hybrid PP), and "But going *halal*..." (hybrid GP).

Moreover, Al Faruqi (1995) states that Arabic should remain in transliteration, not translation, for example, titles, divine names and attributes, and the Qur'anic terms. This statement is valid. Only the Qur'anic terms are evident such as *Halal*, *Haram*, *Shariah*, and *Tayyib/Tayyiban*. The word 'halal' is evident in the Al Quranic verse, *Surah Al-Baqarah Ayat 168* (My Islam, 2026.). Similarly, the word '*Tayyib*' (*tayyiban*) is found in the fourth verse (100) of *Surah Al-Ma'idah* (My Islam, 2026). Likewise, the word '*Shariah*' appears in the Al Quranic text, *Surah al-Jathiah* (Quran 45: 18) (Hassan, 2018, p.4).

Islamic English words in the new Oxford dictionary (1998) revealed in Mohamed Ali (2007) are observed. Obviously, '*halal*' is used by the journalists in both lexical and grammatical categories. Likewise, the words '*haram*' and '*Sharia*' are displayed in lexical hybrid and hybrid NP. Additionally, the word '*Islam*' is evident in the English compound noun '*Islamic tourism*', the abbreviation '*OIC*', and the English NP '*all things Islamic*'. Moreover, the word '*Muslim*' is highlighted in *Thailand Muslim Friendly* (coinage) and *Muslim fashion* (English compound noun), *TMTA*, and *Muslim visitors* (ENP). It is also utilized in "...plans to promote Thailand as a friendly destination for Muslim tourists" (HVP), and "Attracting more Muslim tourists..." (HGP). Later, '*Sharia*' is evident in the lexical hybrid (*shariah law*), borrowing (*Sharia*) and the

HNP (*Sharia* law and production). Next, the compound noun '*prayer mat*' is partially found in the ENP as '*a prayer room*'. Besides, '*Red Crescent*' is seen as '*CrescentRating*' (coinage) and '*the MasterCard-CrescentRating Global Muslim Travel Index 2017*' (ENP). These examples can support Islamic English in Standard English dictionary.

According to Jassem (2013) 'Islamic English', only the word '*shariah*' in Standard English dictionaries is found in the lexical hybrid, borrowing, and HNP. However, other words found in Standard British and American English dictionaries are *halal*, *haram*, *Muslim*, *Islam*, *Islamic*, and *hijab* (Merriam-Webster, 2025). Secondly, standard Islamic English is the norm based on standard English syntax used by the journalists. Only the lexical hybrid is a variation with non-English words, but they are grammatically located as premodifiers of head words. Likewise, the grammatical categories follow Standard English grammar. Only the HNP, HVP and HGP show that the non-English adjectives and nouns are elements of pre-and post-modifiers, but their phrasal structure is grammatically correct. Finally, the discourse level "topic, which is often Islamic in essence" can semantically be applied. Overall, the linguistic items are grounded in an Islamic concept applied to the global economy although it is based in Thailand, a Muslim-minority country. The semantic features conform to the universal meaning (Finegan, 2008; Leech, 1981). The social meaning is mostly embedded in the linguistic items concerning the economic, cultural, religious, and legal dimension, highlighting Islam Halal industry in Thailand and its international relations.

According to Mohamed Ali's (2014) *Islam English*, linguistic Islamification is found in '*The Mall Lifestore Bangkapi Halalicious*' (HNP) in which '*Halalicious*' is innovatively similar to the word '*Halally*' (p.70). It is grounded in a blending between '*Halal*' and '*delicious*' which presents the Anglicization of Arabic. Next, the devotional term '*haram*' is apparent in the borrowing strategy as "and haram, Arabic for forbidden" translated without a parenthesis. Later, the Islamic economic term '*Shariah-based banking products*' (p.71) can similarly be found as '*Shariah law and production*'. The other semantically relevant item is '*IBank*'. Fourthly, Islamic attire '*hijab*' (p.71) is displayed as '*a hijab*'. Other related phrases are '*Islamic clothing stores*'. Lastly, the Islamic language is seen in the spelling reform of '*Shariah*' (scholars and operators) and '*Nasheed*' (a Nasheed acapella).

Hence, the structural linguistic features of Thailand's Halal industry indicate their Islamic context of World Englishes through eight indicators – *transliteration and partial translation, the availability in Standard British and American English dictionaries, the norm of Standard Islamic English with regard to Standard English grammar, Muslim-Islamic-Halal content-based topics, linguistic Islamification, terminology of devotion, Islamic economic, Islamic attire, and Islamic law, and Islamic language.*

5.2 World Englishes in Global Commerce/Economy and Its Islamic Implications

With limited theories linking Islamic English to the global commerce/ economy, the researcher seeks to expand the framework of World Englishes to interpret the findings through this dimension. Van Horn (2009) gives recognition to 'a socially realistic linguistic' (Kachru, 1981) through understanding the language in commercial contexts requiring an analysis of the way "in which varieties of language create, reflect, and reproduce cultural systems" (p.625). This statement is adapted to discuss the findings. Construing English in commercial contexts requires interpreting the creation of varieties of English, have reflections, and reproduces cultural systems.

The linguistic items are based on the global Halal industry of the Thai context. This industry is linked to the global commerce in that “The global halal market, once considered niche, has evolved into a mainstream sector driven by a burgeoning Muslim population and increasing per capita spending amongst Muslim consumers worldwide” (The Nation, 2025).

The structural linguistic findings are entirely formed in English through the journalistic discourse of the economic genres. Moreover, they are written texts representing the truth of business people and professional identities. Some linguistic items reflect such truth – *Muslim investors, halal producers, Halal product entrepreneurs, and Shariah scholars and operators*. For professional identities of Halal business, Ahmad (2025) mentions professional activities of Halal business – ‘business ethics’ and ‘business benefits’. The findings are categorized in seven themes: (i) expressing religious intention (*Islamic rules, custom and tradition, and all things Islamic*); (ii) choosing an Islamic-permitted business (e.g. *the Islamic tourism, religious-based services, Islamic clothing stores, an all-Muslim cooking team and chef, and halal producers*); (iii) operating business in the name of Allah (*know how to practise halal by nature*); (iv) selling lawful items (*for selling halal khao soi curry noodles and her halal food ingredients*); (v) giving more time to worship Allah (*a prayer room*); (vi) allocating more time to do other things (*other Muslim lifestyle segments*); and (vii) achieving financial freedom (*halal dividend*). The English NPs reflect Standard English while the hybrid NPs and VP mirror their World Englishes in Thai and Islamic contexts of commerce in which English, Arabic, and Thai languages have cultural and linguistic contact.

The journalists use Standard (British) English grammar. The linguistic forms differ from native varieties of English, especially regarding borrowing, lexical hybrid, and HNP, HVP, HGP, HPP, and HAP which are caused by the textual interaction between English and other languages, namely Arabic and Thai. This is called Thai English lexicon and grammar.

Some items in the global commerce semantically reproduce Muslim Thai cultural systems: (i) ‘Thailand Muslim Friendly’ is based on Thai and Muslim cultures in the Halal industry; (ii) ‘twin-city concept’ is grounded in a province in Southern Thailand and a state in Northern Malaysia as well as Halal logistics; (iii) ‘capitalise on’ is connotatively related to business exploiting from foreign tourists of Halal; (iv) OIC reflects a global unit for Halal Standards; (v) ‘Muslim investors’ and ‘Islamic tourists’ are grounded in Islamic culture and key persons of global commerce/business; (vi) ‘The global Muslim market’ displays the Muslim culture and the global economy; (vii) ‘Halal food imports’ and ‘the Halal food trade’ functionally mirror the Muslim culture and global business/commercial activities; (viii) ‘Thai halal products’ and ‘Thai halal market’ depict Thai economic dimensions of Islamic culture; and (ix) “approved initiatives to make Thailand a halal hub in Southeast Asia” is functionally based on the Thai and regional Thai economic elements of Islamic and regional industry.

The linguistic items are formed entirely in English, utilizing the discourse common to economic genres. This language can function as the global marketplace in this century. The Halal industry in Thailand involves the world marketplace through the following statement “In the global halal marketplace, Thailand is emerging as a major supplier of a wide range of products and services deemed permissible for consumption under Islamic law” (Chulalongkorn University, 2021). Thai entrepreneurs employ English in their business and brand naming for the global market (Snodin et al., 2017). Thus, English in the findings can be a linguistic medium displaying the presence of Halal business and industry in Thailand,

namely *Al Meroz Hotel*, *Celine*, and *Nua Tair*. Although reflecting the use of Arabic, French and Thai words, they are Romanized to ease foreign customers. The full ENP for this matter can be seen in 'TMTA', an organization that globally supports the Halal business industry in Thailand. This linguistic use of English is more internationally marketed. Additionally, "*The Mall Lifestore Bangkok Halalicious*" mirrors the grammatical innovation with English, Arabic, and Thai words that can locally and internationally market this Halal food festival. The use of the blended adjective 'Halalicious' can attract customers.

This discussion leads to four indicators for World Englishes in the global commerce/economy and its Islamic implications – *the global marketplace of English, the global Islamic culture, the Muslim Thai cultural system of economy, and the realism of global Halal business people and professional identities*.

5.3 Thai English and Its Islamic Economy Implications

As a limited framework on Thai English of Islamic economy, the researcher links what scholars of Thai English found to some perspectives on Thai Muslim culture and Islamic economy by interpreting the findings.

Thai English words mentioned by Trakulkasemsuk (2012) are mainly based on Thai Buddhist culture; they are irrelevant to Thai Muslim culture. All the lexical borrowings found are based on Arabic, not Thai. Likewise, the lexical hybrid shows that Arabic words are hybridized with English. The foremost word 'halal' is part of Thai Muslim society; its Arabic and English form is found in the signage of a halal restaurant in *Koh Lipe, Satun* (Bennui, 2024a).

'Al Meroz Hotel' and 'Celine', the famous brands among Thai Muslim customers, are similar to '7-eleven' which is the popular brand name of a convenience store in Koh Lipe (Bennui, 2024a, p.255) and other provinces. These coinages use English and other foreign languages to support Thai English. Only 'Nua Tair', a trademark, is processed through the Romanization of Thai. This aligns with the word 'Koh' which "is rather written in Romanized Thai throughout the signage of the island such as Koh Lipe which is more popular than 'Lipe Island'" (p.256).

Besides, the abbreviations and acronyms 'CICOT' and 'TMTA' are similar to the initials of the business names in English of Thai OTOP foods such as 'KCF' which is based on the owner's name, 'Kasemchai Farm Group Co., Ltd' (Snodin et al., 2017, p.125); they present the creative English use in the Thai context.

Moreover, the way Thai English magazine writers use long noun modifiers to express embedded layers of messages (Trakulkasemsuk, 2007, as cited in Trakulkasemsuk, 2012) is observed. In this regard, "*Brother's Kitchen, a Hong Kong style Islam-Chinese restaurant and café whose signature dishes include duck and black sea wonton*" entails long noun postmodifiers.

The literature relating 'Thai English' to Muslim society is rare. However, Smith's (1988) 'a national identity through English' is partially relevant. Only the feature 'spiritual values' involves Muslim in that "Thailand is a country with a population concerned about spiritual matters but also with an acceptance for differences in matters of belief. There are many Thai Buddhists, but there are also Thai Hindus, Thai Muslims, Thai Christians and Thai Taoists" (p. 4). Thai people can present their spiritual values and the two other features in English through the world. For example, when Dr. Surin Pitsuwan, a Muslim, interacted in English with

international government delegates, he effectively used the three Thai habitual features (Smith, 1988). Here, the researcher links spiritual values in Islam to Halal. Halal has spiritual and moral dimensions. Conforming to halal is an act of worshipping and obeying Allah. Muslim's consuming Halal food and having a halal lifestyle can lead to a profound sense of spiritual peace and closeness to Allah. Moreover, Halal can purify one's sustenance and action, mirroring one's higher moral consciousness. Further, it can enhance "gratitude, mindfulness, and seeking blessings in all endeavors, transforming ordinary acts into spiritual ones". Besides, "this spiritual connection drives the demand for halal products and services, as consumers seek to align their daily choices with their faith" (Dawn Horizon, 2025). Thus, these perspectives highlight Thai identity of English in Islamic spiritual values constructed within the discourse of Halal industry. They comprise (i) *Twin-City concept*, (ii) *Halal Wisdom*, (iii) *Thailand Muslim Friendly*, *Halal Rout*, *Al Meroz Hotel (BKK)*, *Celine*, and *Nua Tair* or local Halal brands/trademarks, (iv) *IBank* and *Celine Halal*; and (v) *CICOT* and *TMTA*. Another word is the phrasal verb '(has) teamed up'; Thai people like to cooperate with other people/sectors for fulfilling the work.

Certain phrases in Standard English conveying Thai Muslim identity within the Halal industry include: (i) "*Thai-Muslim culture, the provincial Islamic committees, and the provincial Islamic council*" (NP); and (ii) "*plans to promote Thailand as a friendly destination for Muslim tourists*" (VP).

Likewise, Thai English phrases on this industry are formed in hybrid grammar are, for example, "a national halal committee", "the Thailand Halal Assembly", "the Halal Standard Institute of Thailand", "the Thai Halal Industry Centre", and "is fully committed to establishing halal industry centres and expanding the halal product market, especially efforts to make Thailand a global halal kitchen". These instances are considered 'innovative linguistics'.

Overall, indicators of Thai English features of Islamic economy are *the Thai Muslim identity of English*, *Standard English structure with Thai grammar*, and *Innovative English structures*.

6. Conclusion

Thailand's Halal industry is remarkably presented in the Bangkok Post through the complex but productive use and creation of lexical, grammatical and semantic features of English. Morphologically, there are 51 items from *English compounds, phrasal verbs, lexical hybrids, borrowing, coinage, acronym and abbreviation, and multiple processes*, and they convey *conceptual-linguistic, connotative, affective, social, collocative, and reflected meanings*. Grammatically, there are 170 items from *NPs, VPs and GPs in English, hybrid NPs, VPs, GPs, PPs and APs*, as well as *English clauses*, and they address *conceptual-linguistic, connotative, affective, social, collocative, reflected, and thematic meanings*, however.

Those structural linguistic features imply Islamic English through different indicators: *transliteration and partial translation, the availability in Standard British and American English dictionaries, the norm of Standard Islamic English with regard to Standard English grammar, Muslim-Islamic-Halal content-based topics, linguistic Islamification, terminology of devotion, Islamic economic, Islamic attire, and Islamic law, and Islamic language*. Further, they indicate World Englishes of global commerce/economy through the notions of *the global marketplace of English, the global Islamic culture, Muslim Thai cultural system of economy, and the realism of global Halal business people and professional identities*. Besides, they mirror Thai English in

Islamic implications through *the Thai Muslim identity of English, Standard English structure with Thai grammar, and Innovative English structures*.

This study is limited to the structural linguistics and World Englishes approaches. Thus, this topic can be further examined across various spoken media discourses. Future research can employ other theories such as systemic functional linguistics and intercultural communication, alongside a corpus-based method or qualitative interviews. This will lead this trend to be more developed, indicating the preparedness of Thailand as a regional hub of Halal industry.

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