

CHAPTER 5

CURRENT USE OF KAMMUANG AND THE LANNA SCRIPT

5.0 Introduction

The purpose of this chapter is to show how Kammuang and the Lanna script are used in different public domains. The observations in this chapter are from three provinces in the northern part of Thailand: Chiang Mai, Lampang and Lamphun. The majority of the observations were done in Chiang Mai because Chiang Mai is the province which is considered to be the centre of Kammuang and the Lanna script. The chapter is divided into six major sections according to the domains where Kammuang and the Lanna script are used. The first section is where Kammuang and the Lanna script are used to write the names of shops. The second section is about Kammuang and the Lanna script as used in the mass media, for example, in newspapers, on the radio, and in advertising signboards and leaflets. The third section focuses on the names of places, for example, the names of educational institutions and temples. The fourth section looks at seminars, conferences or courses that are held in the educational institutions. The fifth section looks at the internet. The sixth section covers other general domains. Some pictures are provided for the reader to see how Kammuang and the Lanna script are used in different domains. The examples of pictures of Kammuang and the Lanna script used in different domains can be found in Appendix III.

5.1 Names of shops

This section is divided into three parts depending on what kind of script is used in each place. The first one is the use of the Lanna script. The second one is the use of Kammuang but written in Thai script. The third one is the use of Thai script written in Lanna style.

5.1.1 Shop names in the Lanna script

In all three provinces (Chiang Mai, Lampang and Lamphun), the researcher only observed five shops where the Lanna script is used to write the name of shops.

- 1) The Lampang Souvenir Shop is located in front of the municipal school in Lampang. This shop sells many things that are very well known in Lampang. Picture 1 shows the label for a bag of *k^hâ:w těn* (a kind of Northern Thai snack, well known in Lampang). The name of the shop is ນິຕະຍາ ນິຕະຍາ *nít tà? ja:*, written in the Lanna script.
- 2) The second shop was found at the industry fair in Chiang Mai. This shop sells bricks. The name of the shop is ພິຣາດອຸໂສ ພິຣາດອຸໂສ *p^ha ra: do:n* ('Pharadorn's brick).
- 3) The third shop was found in the Big C supermarket in Lampang. The name of the shop is ພັນນາຍັນ ພັນນາຍັນ *nă:m pā: jôn* (fermented pork of Aunt Yon).

Many kinds of Northern Thai foods are sold there. This shop is well known among Thai people. The Lanna script is used on the package of the plastic bag that covers the products of this shop.

- 4) The fourth shop was found in Chiang Mai. It is located along the Lampang-Chiang Mai superhighway. This is a well known restaurant. There is only one Lanna letter written as the symbol of the shop, the letter ຈຸ. This Lanna letter

represents the ส in Thai because the name of this shop is เอื้อนสถาปนิก *hi:an sà? t^hǎ: pà? ník* 'The house of architecture.'

- 5) The fifth shop is located in the Northern Village section in the Airport Central Plaza Mall, Chiang Mai. This shop is named ๒๓ มั่งคั่งละ *maṅ k^hâ? lâ?* 'auspicious (shop)'. This shop sells many kinds of Chinese souvenirs.

5.1.2 Shop names in Kammuang using Thai script

There are many shops, condominium and restaurants that have their names written in Kammuang using Thai script. Most of the shops use the word *hi:an* เอื้อน 'house, home' as part of the shop name. The researcher observed ten shops with the shop name written in Kammuang using Thai script.

- 1) The first shop is เอื้อนสถาปนิก *hi:an sà? t^hǎ: pà? ník* 'The house of architecture.' This shop is in Chiang Mai. The word เอื้อน *hi:an* 'house' is Kammuang while the word for 'architecture' is a modern Central Thai word.
- 2) The second shop is เอื้อนโบราณ *hi:an bo: ra:n* 'The ancient house.' This restaurant is located in Chiang Mai. This shop also uses the word เอื้อน *hi:an* 'house'. The word *bo: ra:n* 'ancient' is an example of a Kammuang word being replaced by a close Thai cognate: the old Kammuang word would be *bua la:n* (see section 3.5.6). However, most Northern Thai people no longer know the old word.
- 3) The third one is เอื้อนป่อเลี้ยง *hi:an pō: lí:ay* 'the house of a rich man' This condominium is located behind Chiang Mai University. This condominium uses

the words *เฮือน* *hi:an* 'house', and *ป๋อเลี้ยง* *pô: lí:ay* 'the rich man,' both of which are Kammuang (see picture number 2).

- 4) The fourth shop is *เฮือนคำ* *hi:an k'am* 'a golden house'. People use this name in order to show that this place was decorated in Lanna style. This is the name of a dormitory that is located in front of Payap University in Chiang Mai.
- 5) The fifth shop is *เฮือนชมวัง* *hi:an tʰom way* 'the house where people can admire the beautiful Wang River.' This restaurant is located in Lampang.
- 6) The sixth shop is *ป๋กคะต๊น* *pák kà? tìn* 'books' shop. This is a bookstore that is located at the back of Chiang Mai University.
- 7) The seventh shop is *ปั้นแปง* *pân pǎ:ŋ* 'hand made' shop. This shop is found in the Northern Village section in the Airport Central Plaza Mall, Chiang Mai. It sells many kinds of decorative things such as picture frames and ceramic dolls.
- 8) The eighth shop is *ม่วนใจ๋* *mǔ:an cǎj* 'happy (heart)' shop. This shop is located in Lampang. It is a market where many ceramic products are sold.
- 9) The ninth shop is *เฮือนแมกไม้* *hi:an mê:k má:j* 'the house of trees.' This shop sells many kinds of trees and flowers. It is located in Lampang in front of the Big C Supermarket.
- 10) The tenth shop is *อ้ายเป็ง หละปุ่น* *ǎj peŋ là? pu:n*. The name of this shop involves two words: *อ้ายเป็ง* *ǎj peŋ* 'Grandmother Peng' and *หละปุ่น* *là? pu:n* 'the Northern

Thai province, another name for Lamphun.' This shop is located in Lamphun. It sells Northern Thai food.

5.1.3 Shop names in Kammuang, written in Thai script, Lanna style

The researcher found only one example of the shop's name that is written in Thai script but in Lanna style so some people who see this sign may think that it is the Lanna script.

The shop sells many kinds of products that are made from Thai silk. It is located near the Lampang bus station. This shop's name is สลึงหลวง *sà? lǔŋ lǔ:əŋ* 'a big silver bowl' (see picture number 3).

5.2 Kammuang and the Lanna script in the mass media

This section is divided into three parts. The first part is Kammuang and the Lanna script as used in the newspaper. The second part deals with Kammuang as used in the radio and the third part discusses the use of Kammuang and the Lanna script in advertising signboards and leaflets.

5.2.1 In the newspapers

This section will discuss some examples of Kammuang and the Lanna script in Thai newspapers, as well as one recent article in the English-language Bangkok Post.

5.2.1.1 Thai script written in Lanna style

This researcher has found only three examples of Thai script written in Lanna style. All of these are in 'Khon Muang Neu', a Northern Thai newspaper.

The first example is an advertisement belonging to the 'Architecture House and Garden' company (see picture number 4). The second example is the name of a

column that talks about a soap opera that was on TV called 'Mae Eye Sa Auen.' Kammuang was used in this soap opera by some characters (see picture number 5). The third example is a column that talks about the 'Lampang Grand Festival' to be held in April 2004. The name of this festival is อลังการลำปาง 1325 ปี 'Lampang Grand Festival 1325 years.'

5.2.1.2 The Lanna script

This researcher has found two examples of Lanna script used in the newspapers. Both examples are written by Aj. Sak Rattanachai, who is a teacher in Yonok College.

- The first example is a column named นาทีอักษรลัม 'A minute of the Lanna script.' It is a column that teaches the Lanna script. This is a regular column that is found in the 'Lanna Post' newspaper. This newspaper is published weekly (see picture number 6).
- The second example is a Northern newspaper written by Aj. Sak Rattanachai. It is named 'Sieng Yonok' meaning 'Voice of Yonok²⁰' and is published monthly. Many columns in this newspaper are written in the Lanna script. There are poems written in the Lanna script. The explanation of the pictures and the topics of small columns in the newspaper also use the Lanna script (see picture number 7).

5.2.1.3 Kammuang in Thai script

This researcher found many examples of Kammuang written in Thai script in Northern Thai newspapers. One such example is an advertisement in the 'Lanna Post' newspaper from a political party. There is a sentence that is used to invite people to

²⁰ Yonok was an ancient kingdom in Northern Thailand.

vote for this party หมู่เฮาเลือก.....*mù: haw li:âk*..... 'We vote.....' is in the Kammuang language. In the newspaper 'Sieng Yonok', there are many columns that are in Kammuang written in Thai script. The reason is that this is a Northern Thai newspaper, written by Northern Thai people with the target audience being Northern Thai. Thus Kammuang is used more than the Lanna script in order to help the audience understand the news and to give them the feeling of Lanna style.

All the advertisements found in the 'Khon Muang Neu' newspaper are in Kammuang written in Thai script. One example is an advertisement for 'Lampang Grand Festival.' There is a lot of information written in this advertisement explaining the activities that will be held during the festival. There is a Kammuang sentence written in Thai script กาดมั่วครัวงายกาดมั่วครัวแลง *kà:t mûa k'hua ñaj kà:t mûa k'hua le:ŋ* 'the market of the breakfast and the market of the dinner.' The slogan of this festival is also written in Kammuang จะไปลืมหนา จะไปลืมลำปางหนา *cà? paj li:m nǎ: cà? paj li:m lam pa:ŋ nǎ:* 'Do not forget, Do not forget Lampang'. Thereafter there is a long paragraph in Kammuang written in Thai script that explains the activities that will occur in the festival. แอ่วเมืองลำปางกับแท้กซี้รดม้า ตระการตาขบวนแห่สลุงหลวง ลำแต่กักับสะโตกข้าวแลง ชมการ แสดงแข่งตี๋ก่องปู่จา ประกอบแสงเสียงและสื่อผสมม่วนๆ รื่นรมณ์กับเสียงสะป็อกส่งสังขาร นับถอยหลังวัน สงกรานต์ปีใหม่เมือง ?èw mi:añ lam pa:ŋ kàp t'hék sí: rót má: trà? ka:n ta: k'hà? bu:an hè: sà? lǔ:ŋ lǔ:aŋ lam té: té: kàp sà? tò:k k'hâ:w le:ŋ tʃʰom ka:n sà? de:ŋ k'hè:ŋ tǔ: kǎ:ŋ pù: tʃa: prà? kò:p sǎ:ŋ sǎ:ŋ lé? sǎ: p'hà? sǎm mú:an mú:an rîn rom kàp sà? pòk sòŋ sǎŋ k'hǎ:n náp t'hǎ:j lǎŋ wan sòŋ kran pǎ: màj mi:añ means 'Travel in Lampang by the

horse carriage, the amazing 'Salung Luang'²¹ parade, delicious Lanna-style dinner, the competition of hitting the 'Pu Ja'²² drum, enjoy the 'Sa Pok'²³ firing and counting down to the Lanna New Year.'

5.2.1.4 English newspaper article about the Lanna script

An article titled 'Living Lanna', appeared in the Bangkok Post on Saturday March 27, 2004. It was in the 'Outlook' section. This article talked about Charint Jamjitt, who is a retired professor who has tried to preserve the Lanna language by using modern technology. He has made a variety of Lanna fonts for use with a computer. He has designed some sixty Lanna fonts including CR Insom, CR Bhumint, CR Dumrong, CR Khom, and CR Lao. He said his Lanna fonts would help keep the ancient alphabet alive and explained that it is necessary to preserve both the written and the spoken aspects of the language.

5.2.2 Radio

There are many radio stations that use Kammuang and there are also many radio advertisements that use Kammuang. The majority of the radio stations that use Kammuang use it to discuss agriculture. Person (1995) discussed the reasons why Kammuang is used in radio stations and radio advertisements with three young disk jockeys. The disc jockeys said that some advertisements would be more effective in Kammuang than they would be in Central Thai. The following radio stations use Kammuang.

²¹ Salung Luang is a big silver bowl. Actually the word 'Salung' means a silver bowl and 'Luang' means big. This is a Kammuang word.

²² A Puja is one kind of Northern Thai drum.

²³ Sa Pok is a kind of firework that is used during festivals.

- โลกเกษตรเงินล้าน *lô:k kà? sèt ɲən lá:n* 'The agriculture world of one million baht' program is on the air from 8 o'clock in the morning until noon at 107.5 FM on every Sunday.
- คลินิกลำไย *kʰli: nìk lam jaj* 'The Lamyai clinic' program is on the air from 11 o'clock in the morning until noon at 96.5 FM. It also talks about agriculture.
- พรทิวา วาไรตี้ *pʰɔn tʰi? wa: wa: raj tî:* 'Phorn Thi Wa Variety' program is sponsored by the Chiang Mai Agriculture Company. It is on the air around 21.00 at 107.5 FM.
- บุญเกษตร *bun kà? sèt* 'Agricultural merit' program is on the air in Lamphun from 8 o'clock in the morning until 9.30 in the morning at 105 FM, Monday through Saturday. This program also talks about agriculture.
- เพลงดังฟังสบาย *pʰe:ɲ daŋ faŋ sà? baj* 'Hot music and easy listening' program is on the air at 95.0 FM.
- ม่วนกันบ้านเฮา *mû:an kǎn bâ:n haw* 'Happy in our region' program is on the air from 14.00-14.30 at 93.25 FM, Monday through Friday.
- เฮฮาลูกทุ่ง *he: ha: lû:k tûŋ* 'Happy Country Folk' program is on the air everyday from 21.00-24.00 at 93.25 FM.

There are also many radio advertisements that use Kammuang. The majority of the radio advertisements that use Kammuang use it to advertise agricultural products such as fertilizer, weed killing chemicals and insecticide. However, middle or high class-

oriented products such as digital photographs and housing estates also use Kammuang. Products and stores that advertise in Kammuang include the following:

- ปุ๋ยเงินล้าน *pǔj ɲən lá:n* 'Ngen Lan' fertilizer, ปุ๋ยตราต้นไม้ *pǔj tra: tòn pàj* 'Ton Phai' fertilizer, ปุ๋ยพรเพชร *pǔj pʰɔ:n pʰét* 'Phorn Phet' fertilizer and ปุ๋ยอินทรีย์ตราดาวสิงห์ *pǔj ɲin si: tra: da:w sɨŋ* 'Dao Sing' organic fertilizer are radio advertisements that use Kammuang.
- ร้านเรือนคำ *rán ri:an kʰam* 'Ruen Kham' shop sells ceramic tile.
- 'Picture Digital Lab' is a high tech photo shop.
- The weed killing chemical 'Montae'
- ศักดิ์ชัยปาเหว *sàk tʰaj pà: hě:w* 'Sak Chai Pa Hew' is a hardware shop.
- สุรพลพานิช *sù? rá? pʰon pʰa: nít* 'Suraphon Phanit' is a car repair shop.
- สุวรรณศรี *sù? wan nà? sɨ:* 'Suwannasri' is a brand of spices.
- ร่มฉัตร *róm tʰàt* 'Romchat' is the name of a housing estate.
- 'Ten Karaoke' uses a little Kammuang in its advertisements.

5.2.3 Advertising signboards and leaflets

The majority of the advertising signboards and leaflets discussed here involve Kammuang written in Thai script. The researcher has seen only two examples of the Lanna script used in advertising signboards and leaflets.

5.2.3.1 Kammuang in Thai script

Kammuang in Thai script is used in many domains for example, the promotion of political parties, a new computer plaza, schools, and a shopping mall.

- มณีภณูำคนเจียงใหม่ ช่วมใจกัันสร้างบ้านแปงเมือง *p^hà? ník p^hà? ๓a: k^hon ci:a๓ màj hù:am*
jǎ:j kǎn sâ๓ bâ:n pě:๓ mi:a๓ 'Gathering the powerful Chiang Mai people in order to help develop and build Chiang Mai city.' This advertising leaflet belongs to one political party. It was used for promoting the party before an election (see picture number 8).
- ทุกปัญหาแก้ไขได้ ถ้าช่วมใจกััน พัฒนาเมืองลพะพูน *t^húk pan há: kē: k^hǎj dâj t^hâ: hù:am cǎ:j*
kǎn p^hât t^hà? na: mi:a๓ là? pu:n 'Every problem can be solved if we help each other to develop Lamphun.' This advertising signboard is found at the traffic light in Lamphun. It belongs to a political party.
- ปะกัันดีนั้เวยๆนี้ *pá? kǎn tí: ní: wəj wəj ní:* 'See you here soon.' This advertising signboard was seen on the new Pantip Computer Plaza building in Chiang Mai. This is especially noteworthy due to the fact that Pantip is a Bangkok company. Obviously, they felt it would benefit their new business to use Kammuang.
- เข้าคูลำกำเบอร์ 4 *k^hâ:w k^hu: há: kǎ: bə: 4* 'Vote number 4' This advertising phrase is found in the leaflet of one election candidate.
- กินข้าวแล้วกา *kǎ:n k^hâw lé:w ka:* 'Have you eaten yet?' This sentence is found on a sign on a tree along the Lampang-Chiang Mai Road, advertizing a nearby restaurant.

- ด้าหัวปีใหม่ *dam hǔ:a pǐ: màj* This is a traditional ceremony that is done during the 'Song Kran Festival' (Water Festival). This advertising signboard was found at a large intersection near the Prince Royal's College in Chiang Mai. This ceremony was to be held on 10 April 2004.
- แป้งกับมือ *pě:ŋ kàp mi:* 'Handmade', เปิงอกเปิงใจสมุนไพรร้านเฮา *pəŋ ʔòk pəŋ jǎj sà?*
mǔn pʰaj bân haw 'Herbal medicine from our own region that you will love', and สล่าดอย *sà? là: dɔ:j* 'Carvings from the mountains' are signboards that are found in the area of the Northern Village section in the Airport Central Plaza Mall, Chiang Mai.
- ลูกช้างไปเรียน *lú:k cá:ŋ paj hi:an* 'The baby elephants (Chiang Mai University students) go to school.' This signboard is found in front of the Chiang Mai Ram One Hospital and also at Chiang Mai University.
- กาดหมั้วล้านนา เขียวกินเขียวแฉ่ว กาดหมั้วล้านนา เพื่อสืบสานภูมิปัญญา ท้องถิ่นบ้านเฮา
kà:t mù:a lá:n na: tʃə:n kǐn tʃə:n ʔè:w kà:t mù:a lá:n na: pʰi:a sǐ:p sǎ:n pʰu:m
pan ja: tʰɔ:ŋ tʰin bân haw 'Lanna market: let's come to join the Lanna market in order to help support local Lanna ideas.' This signboard is located in the Carrefour Department store, Chiang Mai (see picture number 9).
- ประเพณีปีใหม่เมืองเชียงใหม่ *prà? pʰe: nǐ: pǐ: màj mi:əŋ cù:əŋ màj* 'Chiang Mai New Year Festival'. This signboard was found throughout the city of Chiang Mai. It announced the upcoming New Year festival in 2004.

- หมูเฮาขอขอบคุณท่านนายกทักษิณชาติฮื้อปอดดีใหม่แกหมูเฮาจาวเชียงใหม่ *mù: haw k^hǎ: k^hǎ:p k^hu n t^hân na: jòk t^hâk sǐn tî: hî: pòt tî: màj kè: mù: haw caw ci:aŋ màj* 'We would like to thank Prime Minister Thaksin,²⁴ who gave the people of Chiang Mai a new public garden.' This advertising signboard is found in front of the Chiang Mai train station.

5.2.3.2 The Lanna script

This researcher found only two examples of Lanna script used in signboards. The first example is a signboard found in front of the Bup Pha Ram temple in Chiang Mai. The sign says เรารักวัฒนธรรมไทย *raw rák wát t^hà? ná? t^ham t^haj* ເຮົາຮັກວັດຜົນຮຽນໄທ

'We love Thai culture. A second example is found in 'Boon Ya Wat Wi Han Phra Ar Ram Luang' temple in Lampang. Inside the temple a signboard is written in the Lanna script. It says ມີຂີ້ຕູ້ວຽງ *jin di: tî:n ráp* 'Welcome.'

5.3 The Lanna script in the names of places

The Lanna script has been observed to indicate the names of many schools and temples.

5.3.1 Use in the names of educational institutions

This researcher found three educational institutions that used Lanna script in the sign giving the name of the school.

²⁴ The Prime Minister is a native of Chiang Mai, and uses Kammuang when campaigning in the North.

The first educational institution is **သို့သော်လည်းကောင်း၊ နေပြည်တော်** ရှိသော **ဝတ္တနာထိုက်**

'Wattanothaipayap School, a public school in Chiang Mai' (see picture number 10).

The second educational institution is **မဟာဝိသျာလေယျမဟာစူဠာလက္ခ**
ဓကဓာဓဝိသျာလေယျ ဝိသျာဓန္တ ရှိသော **မဟာစူဠာလက္ခ** 'Mahachulalongkornrajavidyalaya

University, a religious university in Chiang Mai Campus'

The third educational institution is Chiang Mai University (CMU). There are many signs at CMU including the large entrance signs that are located in the front and the back of the university: **မဟာဝိသျာလေယျ** ရှိသော **မဟာဝိသျာလေယျ** 'Chiang Mai University',

ထူလင်္ဂါတက္ကသိုလ် 'Student Union'. Some faculties also have signs in Lanna

script such as **ဝိသျာလေယျ** 'Faculty of Social Sciences', and

ဝိသျာလေယျ 'Faculty of Engineering'.

5.3.2 Use in the names of temples

There are many temples that have the temple names written in the Lanna script. These temple names can be found in all three provinces: Chiang Mai, Lamphun, and Lampang. The temple is the domain where the researcher has found the use of the Lanna script is the strongest. One example is **နာကွမ်တေ့** 'Na Kuam Taj Temple'.

This temple is located in Lampang. There are four languages that are written on the signboard of this temple: Lanna, English, Thai and Chinese. Other temples that have

the temple names written in the Lanna script are found in all three provinces. 'Mon Kra Thing', 'Ban Fon', 'Ban Ta' and 'Suan Dork' temples are in Lampang. 'Duang Di', and 'Pra Tu Khong' temples are in Lamphun. 'Che Ta Wan', 'Bup Pha Ram', 'Chai Mong Khon', 'Suan Dork', 'Pa Tan', 'Au Mong' and 'Aup Pa Khut' temples are in Chiang Mai.

5.4 Use in educational institutions

This section is divided into two parts. The first part describes courses in Kammuang and Lanna script. The second part talks about Kammuang with Lanna script conferences and seminars.

5.4.1 Kammuang and Lanna script courses

There are many courses in Kammuang and Lanna script. These courses are provided in the school, University, temple, and church. The majority of Kammuang and Lanna script courses discussed here are optional courses, available for the people who are interested to learn.

- Lampang Kanlayanee School is located in Lampang. The school has a course in the Lanna script. This course is obligatory for grade ten English-French program students but it is optional for other grade ten students. In the class, the teachers and students speak Kammuang to each other. No one is allowed to speak Central Thai in this class. The students have to take mid term and final examinations in order to pass the course. In Lampang Kanlayanee School, a Lanna club is also available for the students to attend once a week. In the club, the teacher teaches basic Lanna knowledge, such as the script and culture of Lanna. Kammuang is the only language that the teacher and students use when they attend the club. There is also a magazine of Lampang Kanlayanee School that is published every term that has a column that uses the Lanna script.

- Chiang Mai University also has a Lanna course. The name of this course is 'Lanna language and literature.' A Lanna club is also available at Chiang Mai University. The committee of Art and Culture Supporting Center of the Faculty of Associated Medical Sciences, Chiang Mai University, also provided a Lanna course in the first semester of 2003. This course ran from Sunday 6 July 2003 until Sunday 28 September 2003. The class was only on Sundays, from 13.00 until 16.00 (three hours a day).
- San Pa Khoj School outside Chiang Mai also has a Lanna course for students.
- Suan Dork Temple in Chiang Mai has a club named 'Khon Rak Kammuang.' (People who love Kammuang).
- Chiang Mai First Church provides a Lanna script course for people who are interested in the Lanna language. There are many people of different ages, genders and occupations who attend this Lanna class. There were about thirty students in one class. There is also a Lanna camp for children to attend.
- Boon Ya Wat Wi Han Phra Ar Ram Luang Temple in Lampang held a Lanna course for youth. The course ran from June until November 2003, from eight until twelve noon every Sunday. There was no charge for this course. There is also a library in this temple. Books for practising the Lanna script are available in this library.

5.4.2 Kammuang and Lanna script conferences and seminars

This researcher found only three examples of conferences and seminars on Kammuang and Lanna script.

- The Tai Study Project of Payap University and the Ancient Life Research Project of the Educational Ministry in Germany held a conference named 'One Hundred

Years of Lanna Changing (1899-1999)' in the multimedia room at Payap University, Chiang Mai in 2-3 December 1999. The purpose of this conference was to provide an opportunity for scholars from different places and people who are interested in Lanna to share their knowledge with each other. Another purpose was to study the changes in Lanna culture. The last purpose was to gather all useful knowledge from the conference and share it with other educational institutions.

- A seminar entitled 'The Way of Writing Technical Vocabulary by Using the Lanna Script' was held on 17 January, 2003, in the multimedia room at Chiang Mai University. It was organized by the Art and Culture Support Center of Chiang Mai University.
- There is an association of Lanna teachers which meets every three months. From 2-4 July, 2004, approximately 100 people attended the meeting at Nam Thong hotel in Phrae. In the future, the association hopes to produce a standardized curriculum for teaching the Lanna script. This is indicative of the widespread interest in the language. Within the association, a Lanna script guide was produced by the University of 'Maha Chulalongkorn Rachawittayalai Witthayakhet Phrae' and the Phrae Cultural Institution in order to help the teachers to produce a standardized Lanna script curriculum, and address the youth who are new Lanna learners to help preserve Lanna culture and adapt this knowledge to use in their life.

5.5 Use on the internet

There are at least six web-sites that use Kammuang and the Lanna script. There is a lot of useful information discussed and explained on the web-sites, including Lanna history, Art and Culture, the traditional Lanna life style and biographies of people who played important roles in the Lanna kingdom.

- A web-site named 'Khonmuang.com' contains many items. The first page gives a brief biography of King Kawila and other Lanna people who played important roles in history and who worked for the good of the people in the Lanna Kingdom. It also promotes Lanna markets, Lanna art and culture, food shops (restuarants), and the Female Youth Development Institution in Mae Rim, Chiang Mai. The second page talks about the origin of this web-site. It explains that the original purpose of this site was to promote Kammuang music. But now there are web-boards and chat rooms in this site, in order to provide places for social interaction. The website will add more about the art and culture of Khon Muang (northern Thai people), in order to help preserve and support Lanna culture. The next page provides many ways to help search for information. It includes a Lanna column that has links to Sala Lanna.com, Lanna World, Lanna Update, Phrae.com, Tua Muang (the Lanna script), etc. Other columns discuss radio and television, newspapers, news boards, and music. This website also contains a web-board that talks about Khon Muang (northern Thai people) conversation and Northern Thai food. It also has photo galleries, chat rooms, stories, Northern Thai food with recipes, information on herbal treatments, and new generation Khon Muang (northern Thai people) music: for example, an album of Kammuang music, 'Khon Di Jai Dam,' sung by Krieng Boontham..
- A web-site named 'Salalanna.com' promotes and supports the Sala Lanna club, disseminates local Lanna knowledge, and promotes Lanna artists by talking about their biographies, ideas, and way of life. This website also has Lanna photo galleries and information on Lanna art and heritage.
- Another web-site is 'se-ed.net/tua-muang'. It contains study materials for the Tua Muang (Lanna script), Lanna fonts, and guidelines on how to type Lanna font in the computer.

- 'lannathai.cjp.net' is another web-site that talks about Lanna. It contains Lanna Thai history, Lanna life style (food and festivals), Lanna proverbs, and Lanna puzzle questions.
- Another website is named 'www.cm77.com internet entertainment'. It gives a chance for people to listen to Kammuang radio and Kammuang music online with many songs for people to choose. Thereafter, chat rooms, cm (Chiang Mai) magazine, and web-boards of cm77 talk about Lanna entertainment, Lanna markets and Lanna jobs.
- The last website is named 'Lannaworld.com'. It is a web-site for Northern Thai people. It began in Chiang Mai with the purpose of supporting and disseminating local knowledge, and information about the art and culture of Lanna people and to encourage people to love their local knowledge and culture. Other areas of the web site include Lanna food, interesting places, beliefs and festivals, stories (folk tales and poems), biographies of important people, and Lanna instruments. There are also other minor topics in this website: cultural activities that are held nowadays, Lanna festivals, interesting travel places, and Lanna textbooks.

5.6 Use in other domains

The researcher found a few examples of Kammuang and Lanna script outside of educational institutions and the media. The first part of this section gives examples of Kammuang written in Thai script in some other domain. The second part of the section gives examples of Lanna script.

5.6.1 Kammuang in Thai script

There are only two examples that this researcher found in which Kammuang in Thai script is used in other domains. Both examples are found in Chiang Mai province.

- Starbucks Coffee Shop in Chiang Mai offers 'Muan Jai Blend,' a 'bold blend of Arabica coffees from Thailand and other islands in the Pacific.' (See picture number 11). The word 'Muan Jai,' is a very common Kammuang word which means 'happy heart.'
- Bumper stickers made by the Law Faculty of Payap University are in Kammuang written in the Thai script. The stickers say เขาจ้ังคนวอก เขาจะยกคนโกง
haw caŋ k^hon wô:k haw cà? ñô:k k^hon koŋ 'We hate crooked people.'

5.6.2 The Lanna script

A number of examples of Lanna script used in other domains were found in Lampang and Chiang Mai.

- Lanna script is used in the signs that lead every parade during the Song Kran Festival in Chiang Mai. The name of every float is written in both Lanna script and Thai script.
- 'Suan Dork' temple in Lampang recently published a new version of a prayer book in Lanna script.
- Aj. Manop Panyo, who teaches Lanna script at Chiang Mai First Church showed the researcher many bumper stickers with Lanna words and phrases (see picture number 12).
- The majority of people who can write the Lanna script are Buddhist priests. Normally when the priests anoint a new car, new shop, or new house, they will write using the Lanna script, because Northern Thai people believe that what is written in Lanna is more sacred than what is written in Thai script. Picture 13 is the hand writing of a priest when he anointed a new car. Thai people believe this will protect the driver from accidents (see picture number 13).

5.7 Conclusions

According to these observations, there are many domains where Kammuang written with Central Thai letters is used, but not many domains where the Lanna script is used. The Lanna script is mostly used in temples, especially for the names of temples. The names of the majority of the temples in the three provinces used the Lanna script. In the ancient times the Lanna script was used by the priests to record religious, medical and cultural traditions. Nowadays some prayer books that are published by the priests are written in Lanna script. There are also other domains where the Lanna script is used; for example, the name or the logo of a shop. Lanna script is also used on books on folk wisdom and local culture. The Christian Bible has also been printed in the Lanna script along with Kammuang in Thai script. In contrast, Kammuang written with Central Thai letters is used widely in various domains, especially for the names of shops, in order to make them sound Lanna style and to attract the customers' interest. Advertising signboards are another domain where Kammuang is used often, for example, the signboards of political parties and the signboards for announcing government information. These signboards are written in Kammuang because they want to establish a close relationship with the Northerners. Thai script in Lanna style is found in a few domains, such as in the name of one shop and two examples in newspapers. It is very interesting that, even though most people cannot read or write the Lanna script, some advertisers and individuals write Thai letters in a Lanna style to try to evoke the Lanna essence.