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## OBSERVATION AND ATTITUDE ON SOCIETY REFLECTIONS: CASE STUDY OF THAI CONTEMPORARY POPULAR COUNTRY SONGS

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### ABSTRACT

This study surveys the attitudes of Thai people and analyzes the reflection from Thai popular contemporary country songs released by Haithongkham Record. The research methodology used in this study is qualitative. The qualitative information is presented by descriptive analysis. The questionnaire is used as a study tool to collect data from 300 Bangkokian and metropolitan people during mid-2019. The results of the test analysis using statistical methods showed that gender and age have an influence on attitudes in all aspects. The results from the descriptive analysis showed the following. The majority of the representative sample has an attitude towards Thai country songs in the expression of the artist's most exotic. The songs reflect social values and differences in cultural aspects from the past. Most songs have indirect messages that need to be interpreted. Many song lyrics have ambiguous fancy meanings, although the songs use simple words in communication. Also, these songs reflect the changing society. Thai country songs in the past reflect love, nature and simple lifestyle with nice words but there are ambiguous words in modern Thai country songs. Songwriters create songs that are more expressive in sexual matters/contexts. The analysis shows the trend and direction that people in the society can say more freely about prohibited sexual matters.

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## 1. INTRODUCTION

Lyrics are literature that the composer created to coordinate with the melody. The songwriter must choose the words such that they are able to arouse the audiences. For Thai country songs, the songs reflect the way of life of people in society. The songs try to raise the problem of people from all levels of society. Many songs reflect economic, political, professional, and lifestyle conditions. Most people in Thai society know folk songs because Thai country music evolved from folk songs. Although Thai country songs use Western musical instruments, the content of folk songs still reflects the characteristics of Thai people or Thai society clearly (Yanika, 2005). It can be said that country music is a modern folk song. Country music reflects the image of Thai society in the countryside. The conditions of Thai

society will change from an agricultural society. Modern people who have lived in countryside areas have migrated to work in Bangkok. But the country music also reflects the lifestyle change. (Siwilai 2006). The uses of language in literature Thai folk songs have changed in the matter of content concepts and including language usage. Some words are used to compose music for emotional expression and feeling. Some song is often mentioned in bad terms or causes the language to change in an inappropriate way such as using non-creative language, impolite language (Leetrakul, 1978; Stern, 1978; Keith & Burridge).

Nowadays, society is changing rapidly. Internet access is important for life. Everyone can listen to music, watch music videos from YouTube anytime and anywhere. Thai country music has fun melodies, easy lyrics, the singer is a teenager that her dress is too revealing. The lyrics are ambiguous and the song has sexual content more than in the past. These are the changes that occur in Thai society (Choowijit, 2006; Oomonta, 2005).

## 2. METHODS

### 2.1 SURVEYED QUESTIONNAIRE

The questionnaire's basic questions ask for gender, age (age range). There are five questions used to observe the reflections of Thai contemporary popular country songs, with a five-level Likert-scale ranging for 5 being the most agreeable and 1 the least agreeable with 3 being neutral. These questions include

Q1: The song lyrics reflect the teenagers' way of life in the rural society, in term of values and attitude focused toward materialism;

Q2: The lyrics contain the use of ambiguous words or language, conveying sexuality-based thoughts/passions, affecting the beauty of the language in Thai country music;

Q3: Thai country music is influential or encourages people to more explicit expressing love and passions through body language and communication tools, such as mobile phones, LINE, and Facebook;

Q4: Country music reflects people's values on right and freedom to choose a love partner more than in the past;

Q5: Thai country songs and singers are influential to youngsters both positively and negatively.

The surveyed questionnaire was distributed and collected during mid-2019.

### 2.2 ANALYSES

This study uses a descriptive analysis to interpret Thai contemporary popular country songs. This study employs a simple crosstabulation technique to analysis the surveyed data, to find relationships between gender and age with each question. This study also performs Chi-square tests.

## 3. RESULT AND DISCUSSION

### 3.1 DESCRIPTIVE ANALYSIS

This study analyzes the reflections from Thai country songs that have been released by the Haithongkham Record in terms of lifestyle, economy, beliefs, values, and traditions. According to the research of 50 songs by 10 singers, the descriptive analysis showed the following.

The reflections on living are found to be an agricultural society and natural disasters that occur in

the country. Reflections on beliefs are found that people in society believe in superstitions. Reflections on values are found in four issues, including education, good health, freedom of thought and having a love partner.

## 3.2 REFLECTIONS ON LIVING

### 3.2.1 FLOOD AND SYMPATHY ON LOST

The songs' reflections of living (Example#1) are related to natural disasters that occur in the country. The singer sings about the flooding situation in neighboring countries. This song shows the sympathy and friendship between Thailand and Laos.

**Example#1:** A sympathy lyric on the flooding situation in Laos.

Song Title: Song Jai Pai Attapue

Singer: Lumyai Haithongkham

(This lyrics is about the dam incident causing a devastating flood in Laos. There are many deaths and no residents. Many farms in the Jampasak and Attapue district have been damaged by flooding.)

### 3.2.2 AGRICULTURAL SOCIETY, EDUCATION, AND FUTURE CAREER

This song lyric (Example#2) gives the reflection of living related to an agricultural society and natural disasters that occur in the neighboring country. Thai society in rural areas is an agricultural society. Most of the population will do farming. Some people think that it is not necessary to continue to study at a high level because of having to do farming work like a family.

**Example#2:** A lyric on agricultural life, education, and future career.

Song Title: Awasanmuesoap

Singer: Luaphranert Haithongkham

(These lyrics describe that when children grow up, they will perform different careers. For my future when graduating, I have to go to the buffalo and I will do rice farming, like my family did.)

## 3.3 REFLECTIONS ON SUPERNATURAL BELIEFS

Reflections on beliefs (Example#3) found that people in society believe in superstition. Some people in the countryside believe in supernatural stories, ghosts, and superstitions. The supernatural belief is the basic belief of people in an agricultural society.

**Example#3:** A passionate lyric on liking a man

Title song: Song Sai Ai Len Khong

Singer: Kamsaj Haithongkham

(This song is a story of a woman who likes a man without reason. This woman does not understand why she likes this man. She wondered if this man would have magic. His magic makes this woman want to be his love partner.)

## 3.4 REFLECTIONS ON VALUES

### 3.4.1 HEALTHY, BEAUTY, CONFIDENCE, AND ATTRACTIVENESS

For a reflection on healthy (Example#4) found that Thai women take care of their health more than the past. Women love beauty, want to be healthy and want to have a good shape. Women think that surgery is a normal part of a new social society. Beauty will make women confident in themselves and will feel good when the male is interested in them.

#### **Example#4: A lyric on health and beauty**

Song Title: Chani 4.0

Singer: Lumyai Haithongkham

(This song comments on women's beauty. All of the men like beautiful women. Women who look good must-have skin color like Burmese, eyes like an Indian, nose is beautiful like the Malays and hips like Hawaiian. Women must always be beautiful. Especially rich women can go to surgery to be more beautiful. Beautiful women can find a partner easily because they are attractive to men.)

### 3.4.2 EXPRESSING PASSION

The reflection of the attitude, women express their thoughts independently and have the courage to express love and feelings. Modern society has fast communication. The internet area is used as a tool to express feelings. Thai society in the past was a society that concealed feelings especially about love and having an undisclosed love. Modern women dare to show more feelings when there is love, liking will be posted to the internet.

#### **Example#5: A lyric on explicit passion expression**

Song Title: Phu Sae Kha Lo

Singer: Lumyai Haithongkham

(The content of this song is about love. She likes a boy who has a girlfriend. She told him that she liked him very much and she will wait for him to break up with her girlfriend. When that boy had no girlfriend, she is going to ask him to be a girlfriend. She prayed for the boy to break up with his girlfriend soon because she wants to be his lover.)

### 3.4.3 MARRIAGE AND VIRGIN

Reflections on the subject of love (Example#6) found that men and women lived together before marriage. Males are flirting and have many lovers. The lyrics do not reflect the presence of a single wife or husband.

#### **Example#6: A lyric on virgin of a woman affecting her marriage.**

Title song: Lean Bo Jop Khop Bo Daj

Singer: Bualai Haithongkham

(These lyrics describe that she wants to start a new love with a new boyfriend but she was afraid that his parents would think she was a bad person. She loves her boyfriend so much and she wants to ask him that "Can you love me If I am not a virgin?")

### 3.4.4 SOCIAL STATUS MEN AND KEPT WOMEN

In the case of a rich man or a man with good social status, some women show feelings of wanting to be his second wife, see Example#7.

#### **Example#7: A lyric showing expression of the woman wanting to be a kept wife.**

Song Title: Mia da Ma Ha Nu

Singer: Lumyai Haithongkham

(These lyrics about the kept woman. She said that If his wife is not good, he could come to her at any time. She will take care of him very well. If he is uncomfortable, come to her because she wants to be a kept woman.)

### 3.4.5 ADULTS WITH KIDS PLAY

Playing like kids when being adults (Example#8), it becomes not an easy task due to physical changes of boys and girls to men and women. Women feel sexually awkward agenda.

Besides, the current use of language in Thai folk music literature has changed. In the matter of content such as concepts and including language usage. Songwriters choose to use words that are ambiguous with fun melodies. This kind of music is a favorite to listeners. Ambiguous words in the song

will convey sexuality. It shows that Thai society speaks more freely about prohibited sexual matters/contexts. The lyrics reflect the relationship between male and female, sexually.

**Example#8:** A lyric on kids play for a grown-up girl

Song Title: Doe Diang Dang  
 Singer: Lamyai Haithongkham  
 (This song is about the game, when she was a child there was a boy invited her to play a seesaw. She had very fun. And when they had free time they will often play seesaw. Now they have grown up. A boyfriend came to invite her to play a seesaw. She said that she feels strange when seeing the man staying above while women staying below and she is thrilled with seesaw when the wind hit her bottom.)

**3.5 STATISTICAL RESULTS**

For the study of the attitude, the representative sample is surveyed 300 Bangkokian and the metropolitan people. This research collected data from 150 males and 150 females using a questionnaire. There are 3 age ranges: 15-22, 23-32 and over 32 years. The questionnaire questions are to show the attitude towards Thai country music released by Haithongkham Record. The statistical programs (SPSS) is used as a study tool.

**Table 1:** The relationship between gender and age range (G\_A) with Question 1.  
 G\_A \* Q1 Crosstabulation

Group	Respondent detail		Answers to Q1			Total
			3	4	5	
G_A	1. Male with Age 15-22	Count	29	8	13	50
		% within G_A	58.0%	16.0%	26.0%	100.0%
		% within Q1	54.7%	10.4%	7.6%	16.7%
		% of Total	9.7%	2.7%	4.3%	16.7%
	2. Female with Age 15-22	Count	8	15	27	50
		% within G_A	16.0%	30.0%	54.0%	100.0%
		% within Q1	15.1%	19.5%	15.9%	16.7%
		% of Total	2.7%	5.0%	9.0%	16.7%
	3. Male with Age >22-32	Count	10	11	29	50
		% within G_A	20.0%	22.0%	58.0%	100.0%
		% within Q1	18.9%	14.3%	17.1%	16.7%
		% of Total	3.3%	3.7%	9.7%	16.7%
	4. Female with Age >22-32	Count	6	12	32	50
		% within G_A	12.0%	24.0%	64.0%	100.0%
		% within Q1	11.3%	15.6%	18.8%	16.7%
		% of Total	2.0%	4.0%	10.7%	16.7%
	5. Male with Age >32	Count	0	21	29	50
		% within G_A	0.0%	42.0%	58.0%	100.0%
		% within Q1	0.0%	27.3%	17.1%	16.7%
		% of Total	0.0%	7.0%	9.7%	16.7%
	6. Female with Age >32	Count	0	10	40	50
		% within G_A	0.0%	20.0%	80.0%	100.0%
		% within Q1	0.0%	13.0%	23.5%	16.7%
		% of Total	0.0%	3.3%	13.3%	16.7%
Total	Count	53	77	170	300	
	% within G_A	17.7%	25.7%	56.7%	100.0%	
	% within Q1	100.0%	100.0%	100.0%	100.0%	
	% of Total	17.7%	25.7%	56.7%	100.0%	

**3.5.1 CROSSTABULATION ANALYSIS**

From Q1 asking about that the song lyrics reflect the rural teenagers' lifestyle focusing on values and attitude toward materialism, Table 1 shows that females age over 32 years strongly agrees the most at 80%. More than half of the total respondents also show strongly agree to the Q1 question. The chi-

squared test result Table 2 is used to determine whether there is a significant difference between the expected and the observed frequencies. The chi-squared test showed a p-value (<0.001) of less than 0.05, so we can reject the null hypothesis. Thus, we conclude that there are age and gender relationship to Q1, at the 0.05 significance level.

**Table 2:** The relationship between gender and age range with Q1 at the significance level of 0.5  
Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson's Chi-Square	86.84a	10	<0.001
Likelihood Ratio	88.23	10	<0.001
Linear-by-Linear Association	48.40	1	<0.001
N of Valid Cases	300		

**Table 3:** The relationship between gender and age range with Question 2  
G\_A \* Q2 Crosstabulation

Group	Respondent detail		Answers to Q2			Total
			3	4	5	
G_A	1. Male with Age 15-22	Count	25	5	20	50
		% within G_A	50.0%	10.0%	40.0%	100.0%
		% within Q2	52.1%	8.1%	10.5%	16.7%
		% of Total	8.3%	1.7%	6.7%	16.7%
	2. Female with Age 15-22	Count	5	15	30	50
		% within G_A	10.0%	30.0%	60.0%	100.0%
		% within Q2	10.4%	24.2%	15.8%	16.7%
		% of Total	1.7%	5.0%	10.0%	16.7%
	3. Male with Age >22-32	Count	10	15	25	50
		% within G_A	20.0%	30.0%	50.0%	100.0%
		% within Q2	20.8%	24.2%	13.2%	16.7%
		% of Total	3.3%	5.0%	8.3%	16.7%
	4. Female with Age >22-32	Count	0	15	35	50
		% within G_A	0.0%	30.0%	70.0%	100.0%
		% within Q2	0.0%	24.2%	18.4%	16.7%
		% of Total	0.0%	5.0%	11.7%	16.7%
	5. Male with Age >32	Count	8	10	32	50
		% within G_A	16.0%	20.0%	64.0%	100.0%
		% within Q2	16.7%	16.1%	16.8%	16.7%
		% of Total	2.7%	3.3%	10.7%	16.7%
	6. Female with Age >32	Count	0	2	48	50
		% within G_A	0.0%	4.0%	96.0%	100.0%
		% within Q2	0.0%	3.2%	25.3%	16.7%
		% of Total	0.0%	0.7%	16.0%	16.7%
Total	Count	48	62	190	300	
	% within G_A	16.0%	20.7%	63.3%	100.0%	
	% within Q2	100.0%	100.0%	100.0%	100.0%	
	% of Total	16.0%	20.7%	63.3%	100.0%	

Q2 questions if the lyrics use ambiguous fancy language, conveying sexuality-based thoughts/passions, disturbing the beauty of the language in Thai country music. Similar to Q1, Table 3 shows that females age over 32 years strongly agrees the most at 96%. Table 4, the chi-squared statistic test showed a p-value (<0.001) of less than 0.05, so we can reject the null hypothesis. Thus, we conclude that there are age and gender relationship to Q2, at the 0.05 significance level.

**Table 4:** The relationship between gender and age range with Q2 at the significance level of 0.5  
Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson's Chi-Square	84.12a	10	<0.001
Likelihood Ratio	89.95	10	<0.001
Linear-by-Linear Association	39.780	1	<0.001
N of Valid Cases	300		

**Table 5:** The relationship between gender and age range (G\_A) with Question 3.  
G\_A \* Q3 Crosstabulation

Group	Respondent detail		Answers to Q3				Total
			2	3	4	5	
G_A	1. Male with Age 15-22	Count	0	10	12	28	50
		% within G_A	0.0%	20.0%	24.0%	56.0%	100.0%
		% within Q3	0.0%	31.2%	17.4%	14.4%	16.7%
		% of Total	0.0%	3.3%	4.0%	9.3%	16.7%
	2. Female with Age 15-22	Count	0	0	18	32	50
		% within G_A	0.0%	0.0%	36.0%	64.0%	100.0%
		% within Q3	0.0%	0.0%	26.1%	16.5%	16.7%
		% of Total	0.0%	0.0%	6.0%	10.7%	16.7%
	3. Male with Age >22-32	Count	0	10	17	23	50
		% within G_A	0.0%	20.0%	34.0%	46.0%	100.0%
		% within Q3	0.0%	31.2%	24.6%	11.9%	16.7%
		% of Total	0.0%	3.3%	5.7%	7.7%	16.7%
	4. Female with Age >22-32	Count	5	6	8	31	50
		% within G_A	10.0%	12.0%	16.0%	62.0%	100.0%
		% within Q3	100.0%	18.8%	11.6%	16.0%	16.7%
		% of Total	1.7%	2.0%	2.7%	10.3%	16.7%
	5. Male with Age >32	Count	0	6	9	35	50
		% within G_A	0.0%	12.0%	18.0%	70.0%	100.0%
		% within Q3	0.0%	18.8%	13.0%	18.0%	16.7%
		% of Total	0.0%	2.0%	3.0%	11.7%	16.7%
	6. Female with Age >32	Count	0	0	5	45	50
		% within G_A	0.0%	0.0%	10.0%	90.0%	100.0%
		% within Q3	0.0%	0.0%	7.2%	23.2%	16.7%
		% of Total	0.0%	0.0%	1.7%	15.0%	16.7%
Total	Count	5	32	69	194	300	
	% within G_A	1.7%	10.7%	23.0%	64.7%	100.0%	
	% within Q3	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	1.7%	10.7%	23.0%	64.7%	100.0%	

**Table 6:** The relationship between gender and age range with Q3 at the significance level of 0.5  
Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson's Chi-Square	64.12a	15	<0.001
Likelihood Ratio	66.08	15	<0.001
Linear-by-Linear Association	8.28	1	0.004
N of Valid Cases	300		

From Q3 inquiring that Thai country music is influential or encourages people to more explicit expressing love and passions through body language and multimedia communication tools, such as mobile phones, LINE, and Facebook. Table 5 shows that females age over 32 years strongly agrees the most at 90%. 64% of the total respondents also show strongly agree to the Q3 question. The chi-squared test result Table 6 is used to determine whether there is a significant difference between the expected and the observed frequencies. The chi-squared test showed a p-value (<0.001) of less than

0.05, so we can reject the null hypothesis. Thus, we conclude that there are age and gender relationship to Q3, at the 0.05 significance level.

Q4 questions if Thai country music reflects people’s values on the right and freedom to choose a love partner more than in the past. Table 7 shows that females age rang 23-32 years strongly agree the most at 88%, followed by males and females age rang 15-22 years at 84% and 82%, respectively. Overall 76.3% strongly agree to the Q4 statement. Table 8, the chi-squared statistic test showed a p-value (<0.001) of less than 0.05, so we can reject the null hypothesis. Thus, we conclude that there are the age and gender relationship to Q4, at the 0.05 significance level.

**Table 7:** The relationship between gender and age range with Question 4  
G\_A \* Q4 Crosstabulation

Group	Respondent detail		Answers to Q4			Total
			3	4	5	
G_A	1. Male with Age 15-22	Count	0	8	42	50
		% within G_A	0.0%	16.0%	84.0%	100.0%
		% within Q4	0.0%	16.3%	18.3%	16.7%
		% of Total	0.0%	2.7%	14.0%	16.7%
	2. Female with Age 15-22	Count	3	6	41	50
		% within G_A	6.0%	12.0%	82.0%	100.0%
		% within Q4	13.6%	12.2%	17.9%	16.7%
		% of Total	1.0%	2.0%	13.7%	16.7%
	3. Male with Age >22-32	Count	5	10	35	50
		% within G_A	10.0%	20.0%	70.0%	100.0%
		% within Q4	22.7%	20.4%	15.3%	16.7%
		% of Total	1.7%	3.3%	11.7%	16.7%
	4. Female with Age >22-32	Count	0	6	44	50
		% within G_A	0.0%	12.0%	88.0%	100.0%
		% within Q4	0.0%	12.2%	19.2%	16.7%
		% of Total	0.0%	2.0%	14.7%	16.7%
	5. Male with Age >32	Count	8	12	30	50
		% within G_A	16.0%	24.0%	60.0%	100.0%
		% within Q4	36.4%	24.5%	13.1%	16.7%
		% of Total	2.7%	4.0%	10.0%	16.7%
	6. Female with Age >32	Count	6	7	37	50
		% within G_A	12.0%	14.0%	74.0%	100.0%
		% within Q4	27.3%	14.3%	16.2%	16.7%
		% of Total	2.0%	2.3%	12.3%	16.7%
Total	Count	22	49	229	300	
	% within G_A	7.3%	16.3%	76.3%	100.0%	
	% within Q4	100.0%	100.0%	100.0%	100.0%	
	% of Total	7.3%	16.3%	76.3%	100.0%	

**Table 8:** The relationship between gender and age range with Q4 at the significance level of 0.5  
Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson’s Chi-Square	21.61 <sup>a</sup>	10	0.017
Likelihood Ratio	27.31	10	0.002
Linear-by-Linear Association	6.26	1	0.012
N of Valid Cases	300		

From Q5 inquiring that Thai country songs and singers are influential positively and negatively to youths. Table 9 shows that males age over 32 years strongly agrees the most at 68%. About half of



the total respondents show strongly agree to the Q5 question. The chi-squared test result Table 10 showed a p-value (<0.001) of less than 0.05, so we can reject the null hypothesis. Thus, we conclude that there are age and gender relationship to Q3, at the 0.05 significance level.

**Table 9:** The relationship between gender and age range (G\_A) with Question 5.  
G\_A \* Q5 Crosstabulation

Group	Respondent detail		Answers to Q5					Total
			1	2	3	4	5	
G_A	1. Male with Age 15-22	Count	0	0	30	6	14	50
		% within G_A	0.0%	0.0%	60.0%	12.0%	28.0%	100.0%
		% within Q5	0.0%	0.0%	41.1%	8.7%	9.5%	16.7%
	2. Female with Age 15-22	Count	0	5	8	15	22	50
		% within G_A	0.0%	10.0%	16.0%	30.0%	44.0%	100.0%
		% within Q5	0.0%	50.0%	11.0%	21.7%	15.0%	16.7%
	3. Male with Age >22-32	Count	0	5	12	13	20	50
		% within G_A	0.0%	10.0%	24.0%	26.0%	40.0%	100.0%
		% within Q5	0.0%	50.0%	16.4%	18.8%	13.6%	16.7%
	4. Female with Age >22-32	Count	0	0	10	13	27	50
		% within G_A	0.0%	0.0%	20.0%	26.0%	54.0%	100.0%
		% within Q5	0.0%	0.0%	13.7%	18.8%	18.4%	16.7%
	5. Male with Age >32	Count	1	0	5	10	34	50
		% within G_A	2.0%	0.0%	10.0%	20.0%	68.0%	100.0%
		% within Q5	100.0%	0.0%	6.8%	14.5%	23.1%	16.7%
	6. Female with Age >32	Count	0	0	8	12	30	50
		% within G_A	0.0%	0.0%	16.0%	24.0%	60.0%	100.0%
		% within Q5	0.0%	0.0%	11.0%	17.4%	20.4%	16.7%
	Total	Count	1	10	73	69	147	300
		% within G_A	0.3%	3.3%	24.3%	23.0%	49.0%	100.0%
		% within Q5	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	0.3%	3.3%	24.3%	23.0%	49.0%	100.0%

**Table 10:** The relationship between gender and age range with Q5 at the significance level of 0.5  
Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson's Chi-Square	73.66 <sup>a</sup>	20	<0.001
Likelihood Ratio	69.07	20	<0.001
Linear-by-Linear Association	24.82	1	<0.001
N of Valid Cases	300		

The analysis results with chi-squares showed that when gender and age ranges are analyzed together, it is found that gender and age ranges have an influence on attitudes in all aspects. Sexuality in Thai society is considered a matter of caution. It is not appropriate to speak or write in public. These are languages that are contrary to the values and culture of Thai society (Leetrakul, 1978). However, modern country lyrics reflect that the mention of the opposite sex is more acceptable in today's Thai society. The people who like country songs (positive attitudes) are because of their unique characteristics such as vocals, dress, dance, and easy to understand lyrics with fun melody.

## 4. CONCLUSION

From this study, it is found that most respondents like to listen the contemporary country songs. From the crosstabulation analysis, it is found that most respondents agree to strongly agree with the asked questions. The Chi-square test confirm that there are relationships between gender and age to the asked questions.

Most lyrics will talk about love and the opposite sex. Unlike the Thai country song of the past that mentioned the economy, exploitation, and inequality of people in society. The modern Thai country song will focus on the lover. Reflecting on being a husband and wife without marriage. Even in real life, the mention of this kind of matter should not be revealed but there is this kind of event happening to people in society. In the past, women rarely show feelings for men. Modern women dare to talk about matters related to sex but the song shows that women have more thought roles. These are the changes that occur in urban Thai society.

## 5. DATA AND MATERIAL AVAILABILITY

The relevant information has been included in this study.

## 6. REFERENCES

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