

Sutaphat Niyomsit 2012: Reflections on Isan People Identity from Television Drama.
Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai
Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, Ph.D.
226 pages.

The purpose of this thesis was to study language and content in presenting reflections on Isan people identity and to study the strategies in presenting Isan people identity from Television Drama. The research data was collected from television drama with or some of the content relating to Isan people in Thailand during 2007-2011.

The results regarding language and content studied on the television drama showed that there were seven aspects that reflected on Isan people identity: ways of life and activities, music, geography, language, belief, tradition, and martial arts respectively. In the ways of life and activities aspect was found to give highly presented on food, residence, and costume respectively. In the music aspect, there were three characteristics found on musical instruments, Morlam, and Serng. In the geographical aspects, it was found three characteristics on dryness, countryside, and nature. In the language aspects found that six characteristics presented highly respectively on accent, kinship term, term of address, pronoun, adjective, and verb. In the belief aspect found four characteristics on religion, ghost, natural phenomenon, and herb belief. In the tradition aspects, there were two traditions found on individual tradition and social tradition. Similarly, in the martial art aspect found on ancient Thai boxing. Further, studied on three strategies in presenting reflections on Isan people identity was found presented though three characters; those were the strategies in presenting through the characteristics, scripts, and scenes respectively.

Student's signature

Thesis Advisor's signature