

Nitchaya Kohkeao 2009: An Analysis of the Use of Language and Reflections on Society and Culture in the Script of "Ru Rak Phasathai" Radio Program. Master of Arts (Thai), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, M.Ed. 273 pages.

The objective of the research is studied and analyzed the language used in a radio program "Ru Rak Phasathai" and the social and cultural reflections in this program, whereby the words, idioms and images were studied for the language usage, moreover the society, values, beliefs, cultures and customs would be studied for the social and cultural reflections.

The author had collected information of the program "Ru Rak Phasathai" from a website www.royin.go.th of the Royal Institute from January 15, 2007 to June 15, 2008, with the overall period of 17 months in which 513 radio scripts were broadcasted.

The results of the study found that the language usage in the program "Ru Rak Phasathai" were divided into 3 categories. Firstly, the compound words were the most widely used followed by complex words, combined words, repeated words, transliterated words, royal words, foreign words, coinage, slang, additional words, polite words, abbreviation, dialect, technical terms and ancient words, respectively. Secondly, the use and the origin of idioms, the idioms about animals were the most widely used, followed by those about human habits, religions, customs, Jataka, literatures, organs, foods, both land and marine vehicles, plays and shows, residences, plants, clothes, etc. Regarding the change of idiom meanings, the idioms with broader meanings were mostly found, followed by those with other meanings and with opposite ones, respectively. Thirdly, the use of image, simile was the most widely used, followed by rhetorical question, synesthesia, metaphor, opposite words, onomatopoeia and hyperbole, respectively.

There were also 4 kinds of social and cultural reflections. For the social reflection, there were important changes and events in the society from the year 2007-2008. For the reflection of values, the material, behavioral and individual values were found. According to the reflection of beliefs, there were religions, astrology, black magic and superstition. Finally, Thai traditions, Thai lifestyles and Thai identities were found in the social and cultural reflections.

Student's signature

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