

Kasama Sittharachu 2010: The Analysis of the Usage of the Language and the Content in Blurb on Back Cover of Fiction Literature. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, M.Ed. 160 pages.

The objective of this thesis was to analyse the usage of the language and the content in blurb on back cover of fiction literature which comprised 200 books on short story and novel from 6 publishers started from A.D.1990 to A.D.2007

The results of the study found that the usage of words in blurb on the back cover of fiction literature consists of rhyme, repeated words, reduplication, implicit meaning words, transliterated words, new words and the words in contexts which were different from the normal ones. From the sentence usage, there were 3 categories of sentence usage which were the informative sentence, question sentence and request sentence. In figures of speech usage, simile, metaphor, personification, anatonomasia, symbol, rhetorical question and metonymy were found. In phrase usage, descriptive phrase, expounding phrase and simile phrase were found. In idiom usage, the traditional idiom and the new idiom were found.

On content in blurb on back cover of fiction literature, the plot, the theme, the information of characters, the appreciation, the information of the writer, the writer's aim, the dialogue and the information of the publisher were found.

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Thesis Advisor's signature