

Sumitra Jitsattha 2550: The Study of the Language Used and the Matter in the Magazine Encouraging the Study the Thai Language for the Youth. Master of Arts (Thai), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, M.Ed. 166 pages.

The thesis deals mainly with studying the language usage and important matter as given in the magazine encouraging study Thai language for the youth. The following language usages; word, sentence, idiom, diction and figurative speech, have been emphasized to analyze.

The samplers concerned in research consist of the two magazines; Lem Prod and Bansanookkid Magazines, which are monthly published in 2004-2006 totally 48 items.

It is found obviously that the following language usages; denotation, connotation, concrete, abstract, royal words, foreign words, slang, informal language, dialect words, emotive words, natural imitation, speaking imitation, abbreviation, repeating words, overlapping words and compound words, have mostly been found in the magazine. For the sentence concerned, the five categories namely; affirmative, question, negative, command and requesting sentence, have been brought in usage. For idiom, it is found both the original and modern idioms used in the magazine. Moreover, the five patterns of diction namely; narration, description, citation, comparison and doctrine, have especially been found. According to the figurative speech, the following patterns; simile, metaphor, personification, postulate, oxymoron, have been used. For the contents in the magazine, as observed, the three patterns namely; fiction, non-fiction and mixed contents between both features, have also been found.

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Thesis Advisor's signature

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