Phimphan Ratchaneekorn 2010: A Study of the Language Style of Strategy of Presentation in the Film Critique in Weekly Newspapers. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Pratuang Dinnaratna, Ph.D. 200 pages.

The objective of this thesis was to study the language style and presentation of the 288 articles of the film critique in weekly newspapers, such as Matichon Weekly, The Nation Weekly and Siamrath Weekly during the year 2005 – 2006. The study was aimed to learn and describe the language usage and style of the columnists, i.e. how to use words, idioms and slangs of their writings including headline, prologue, content and summary. The study result was presented in the way of a descriptive analysis.

The result found was that in the film critiques in weekly newspapers, there were styles of the language using foreign transliterated word, idiom, slang, compound word and abbreviation as well. By idiom aspect, it was found that old idioms were still used as well as the new ones. Some applied old idioms were also found. From diction aspect, various techniques were used such as descriptive, narrative, preachy, comparative and sample while both official and unofficial levels were equally used. By presentation strategy of heading section, it was found that concise headline, rhyme headline, contradiction word, proverb, idiom and question were used in order to attain a quick draw attention from the reader. In the introductory section, it was found that various techniques were used, i.e. an origin referring, the columnist's point of intend, narration, conclusion and also a quotation of a part of speech and remark to introduce the article. At the prologue section, significance or attention ordering technique and narration were used and in the conclusion section, various techniques were found including summarize with question, presumed conclusion, prediction, the writer's viewpoint and essence of the article.

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