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| Thesis Title | The Analysis of the English Usage in the Classified Ads of English Newspapers Published Both Domestically and Abroad as Authentic Materials for Teaching Reading in Upper Secondary School Level |
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Abstract

This research is an analysis on language usages in classified ads of English language newspapers published both domestically and abroad concentrated on adjectives, sentence structures, language functions and styles. The findings of this study may be useful as guide for practical classified ads selection as authentic materials for reading courses in upper secondary school level.

The purpose of the study is 1. to extract adjectives, structures and language function 2. to compare the frequency of repetition of adjectives, structures and language functions 3. to explore language styles

The results of this study are as follows : 1) The number of adjectives, structures and language functions appeared in pairs of Personnel Wanted and Careers, Articles For Sale/Wanted and Marketplace in Bangkok Post and USA TODAY, and Education in both newspapers is found comparatively different. 2) According to the Chi-square test, the results indicate significant differences in the proportion of the repetition of adjectives, structures and language functions between the mentioned pairs in 1. 3) Styles of copy format

according to Bolen's (1981), straight-sell format is found among the columns studied in both The Bangkok Post and the USA TODAY while education format and combination format are in Personnel Wanted, and verse format in Education (USA TODAY) simultaneously.