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SUDADUANG KERDMOLEE : AN ETHNOGRAPHY OF COMMUNICATION APPROACH TO THE

GENERAL ELECTION CAMPAIGN SPEECH : PALANG DHARMA CANDIDATES. THESIS

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The purpose of this thesis is to analyse the pattern of communicative situation in the general election campaign speech to find how many communicative events there are and how they are arranged, to describe the form and the components of each communicative event and to analyse the style used in this communicative situation.

The analysis is based on a general election campaign speech of Palang Dharma Party, on August 19th 1992, at Nimitbuth building in National Stadium.

The results reveal that this communicative situation consists of seventeen events. The boundary between events is marked by a shift in the major participant, the purpose and the message content. The communicative events found are divided into four main : the opening speech, the introduction, the address and the conclusion.

Each communicative event is organized into ten components. It is found that type, topic, purpose, message content and act sequence in each event have specified information, contrastly in message form, rules for interaction and norms of interpretation have closed information.

As for the style used in this communicative situation, it is found that the speakers use most frequently repetition and rhyming as strategies to persuade the listener. These strategies are also found to be used in advertising and bill board campaigning as shown in previous studies.