

Preecha Thanawiboon 2010: The Use of Language and the Strategies to Create the Advertising Language by the Mobile Phone Service Providers. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Chalor Rodloy, M.A.T. 299 pages.

The present work is aimed at a study of the language usage and the strategies to create the advertising language by the mobile phone service providers. The study of the language is focused on words, communicative sentences, idiomatic expressions, writing style and figures of speech. The strategies to create advertising language are focused in various forms. The materials and the data for this research work are the statements about advertising by the four mobile phone service providers in Thailand namely AIS, Dtac, TrueMove and Hutch.

The results obtained from the present work showed that the studies on words usage were found to be given mostly in the foreign language words. The others were compound words, repeated the words, words used among the people in group, the words copied in sound, slang, counting number in front of nouns, words in new context, dialects and words in literary writing respectively. The studies on the communicative sentences support the language usage that the informative sentence was found most. The others were requests and the questions respectively. Similarly, the idiomatic expressions showed that the old idiomatic expressions were found more than the new ones. Our findings on writing style suggest that its narrative was found most. The others were description, demonstration, simile and teaching respectively. The results regarding figures of speech imply that the rhetorical questions were found most. The others were metaphor, onomatopoeia, simile, hyperbole and paradox all of which are equal, personification, antonomasia, metonymy, symbol and allusion are respectively equal. Further, the results regarding the strategies to create the advertising language study in this work has thrown some light on the promise or the advice was found most. The others were horn blowing, specific, command or directive, slogan, news, provocative, question or curious, picture caption and quotation or proverb respectively.

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