

Supawan Kaewpongkok 2013: The Reflection of Language to Society in Thai Magazines B.E. 2530 – 2550. Doctor of Philosophy (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Assistant Professor Kowit Pimpuang, Ph.D. 255 pages.

The research was a study of the reflection of language to society in Thai magazines B.E. 2530 - 2550. The objectives were to study of language which reflected to society in Thai magazines from B.E. 2530 to 2550 and to study characters of the language usage of the reflection of language to society in Thai magazines.

The results regarding language which reflected to society were divided into two features: 1) the cultural aspect in Thai magazines was found that there were five cultural aspects: family 0.36% politics 94.3% economics 2.54% educations 1.08% and religions 1.69% 2) The relationship between the cultural aspect and the studied magazines revealed two main characteristics: choice relation and chain relation. Choice relation was found that most magazines chose to present the political context the most which was related to its magazines. In addition, chain relation was found that five cultural aspects were related to one another and they were also related to any events in society. Further, studied on the characters of the language usage to reflect Thai society in Thai magazines the results showed that the language usage varied in writing styles; using words, using expressions, idioms, and figurative styles. The method used in Thai Magazines from B.E. 2530 to 2550 included; using frank language, using narrative, reasoning, and explaining.

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Student's signature

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Thesis Advisor's signature