

Abstract

The study of “Applied Archaeology of an Unethical Political Conducts : Study of Representation through Newspaper Coverage of Electoral Discourse” aimed at 1. Study of the discursive formation of unethical political conducts” in the general parliamentary election via Thai daily newspaper; 2. Study of the discontinuity of discourse of unethical political conducts” in the general parliamentary election news via Thai daily newspaper. This was a documentary research focusing on the general parliamentary election news via Thai daily newspaper that reflected the issue on the unethical political conducts with studying method on archaeological basis; it was the method that the learner could interpret from some parts of literature of Michel Foucault on The Archaeology of Knowledge & The Discourse on Language. Document used with this study was Thai daily newspaper disseminated about one month before each general parliamentary election. This study was done by collecting data ranging from the First General Parliamentary Election in 1933 to the general parliamentary election in 2007, except for the parliamentary election held in 1946. The study was done by searching data from places collecting information of Thailand such as the National Library, the National Archives of Thailand, and various libraries in universities both in Bangkok and other provinces for 585 issues. It was found from the study that:

1. There are 40 episteme on the unethical political conducts, the key ones include 1.1 cheating poll, 1.2 vote buying, vote selling, 1.3 scandals, 1.4 conflicts of interest, 1.5 dirty tricks etc.

2. How to think that directs the episteme on the unethical political election including

2.1 Cheating poll which consists of 7 sets of thinking approach as follows:

2.1.1 Cheating poll with unit committee as the wrongdoer

2.1.2 Cheating poll with people as the wrongdoers

2.1.3 Ballot stuffing without identification the wrongdoer

2.1.4 Yellow card cheating to use in voting without identification the wrongdoer.

2.1.5 Voting list cheating with government officials as the wrongdoer

2.1.6 Voting list cheating without identification of wrongdoer

2.1.7 Ballot stuffing with unit committee and people as the wrongdoers.

2.2 There are 7 sets of thinking approach on vote buying and selling as follows:

2.2.1 The buyer provides direct benefit to the voter

2.2.2 The buyer provides direct benefit to the voter via the canvasser

2.2.3 The buyer provides shared benefit to the voter

2.2.4 The buyer provides shared benefit to the voter via the canvasser

2.2.5 The buyer provides direct benefit and shared benefit to the voter

2.2.6 The buyer provides direct benefit and shared benefit to the voter via the canvasser

2.2.7 The canvasser acts as the direct middleman with the candidate.

2.3 There are 4 sets of thinking approach of scandals as follows:

2.3.1 Scandal on policy to be implemented

2.3.2 Scandal on past performance

2.3.3 Scandal on offense against electoral campaign law

2.3.4 Scandal on personal matter

2.4 There are 4 sets of thinking approach of conflicts of interest as follows:

2.4.1 The use of political authority for voting advantage

2.4.2 The use of political authority for personal business advantage

2.4.3 The use of public asset for the voting advantage

2.4.4 Receiving benefits from private sector

2.5 There are 4 sets of thinking approach of the use of dirty tricks as follows:

2.5.1 The destroy of asset belonging to the opposite side in various characteristics

2.5.2 Destroying image of the opposite side

2.5.3 Creating good image for one's own side

2.5.4 Destroying image of the opposite side and creating good image of one's own side

3. The discontinuity of discourse of unethical political conducts were found in 3 manners as follows:

3.1 The discontinuity of discourse of unethical political conducts that comes from different episteme formation

3.2 The discontinuity of discourse of unethical political conducts that comes from one set of episteme providing meaning or determining value which crosses discipline and becomes discursive field; it was found that governance principle is the one that provides meaning or determines value to the discourse of unethical political conducts in all episteme.

3.3 The discontinuity of discourse of unethical political conducts that comes from the provision of meaning and determination of value of episteme in different discourses with the passing of time