

Thannapaporn Hongthong 2014: The Language Strategy in Buddhadasa's Propagation of Iddapaccayata : A Study in Iddapaccayata. Doctor of Philosophy (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Wilaiwan Khanittanan, Ph.D. 376 pages.

The purpose of this dissertation is to analyze Buddhadasa's language strategies in preaching Iddapaccayata. Discourse analysis and the theory of Buddha's teaching styles are the two major tools of the study. The data was composed of Buddhadasa's 13 sermons on Iddapaccayata. The title of each sermon begins with the phrase "Iddapaccayata as. . .".

The results show that the goals Buddhadasa set for his preaching Iddapaccayata, to explain what Iddapaccayata was and to familiarize Thai Buddhists with the word, influence the way he preached. He used three major linguistic strategies to reach his goals in preaching Iddapaccayata - 1) repetition, 2) collocation, and 3) analysis of linguistic components of the word Iddapaccayata. All the keywords of his Iddapaccayata sermons are repeated frequently so that his audience could remember the words. The word Iddapaccayata was repeated 1,892 times, "rule" 796 times, paticcasamupada 319 times, paccaya 253 times, "that's the way it is" 229 times, tattata 145 times, and "the heart of Buddhism 97 times. Four sets of collocation were also used repeatedly - Tathata, Avittathata, and Anannathata 11 times; Dhammatthitata, Dhammaniyamata, and Iddapaccayata 8 times; Dhammadhatu, Dhammathittata, Dhammaniyamata, and Iddapaccayata 4 times, Vijja, Carana, and Abhinya 3 times. All the 13 titles of his sermons were the results of his analysis of the meaning and the function of "Iddapaccayata". Buddhadasa analyzed Iddapaccayata into 12 components all of which became the titles of his sermons. In preaching Iddapaccayata, Buddhadasa used 3 out of the 7 Buddha's teaching styles : - 1) Begin from the easy to understand to more complex concepts 2) Teach only what is relevant and 3) Teach what is needed neither too much nor too little.

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Thesis Advisor's signature