

หัวข้อสารนิพนธ์	<u>Factors affecting communication strategies of Thai professionals: A case of negative message</u>
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บทคัดย่อ

This study aims to determine the communication strategies adopted in the production of negative messages and to investigate if there are factors affecting the communication strategies among Thai professionals in their production of business messages.

The samples of this study are from graduates and the graduate students of the Master of Arts (English for Careers) Program of the Language Institute, Thammasat University, Class 8 to 10. The research instrument was developed in two parts. The first part is the questionnaire to collect information related to internal factors, external factors, and the adoption of appeal to authority strategy. The second part is a situational writing task.

The situational writing task was graded by an English native speaker, then, decoded by the researcher to determine the grammatical and the lexical errors which reflected the communication strategies adopted. The statistical analysis of mean, percentage, standard deviation, and one-way ANOVA was applied.

It was found that Thai professionals adopted overelaboration strategy the most (35.92%) while generalization strategy was adopted at the second (30.28%), overgeneralization was the third (19.01%) and transfer from the native language was at the last (14.79%). It was also found that external factors, speaking, reading and writing in English, affected the adoption of the communication strategies with statistical significance at .04, .01, and .03 respectively.