

CHAPTER THREE

METHODOLOGY

This chapter describes: the subjects, the materials, the procedures used in the data collection and analysis.

3.1 SUBJECTS

Subjects for this study were chosen according to the random sampling method. The populations of the study were the graduates and the graduate students of the Master of Arts (English for Careers) Program of the Language Institute, Thammasat University.

The samples were collected from Class 8 to Class 10. The total of 20 completed questionnaires and writing tasks were collected.

3.2 MATERIALS

The research instrument was developed within the following guidelines:-

1. A questionnaire was designed to collect information on personal data, educational background, English exposure, application of business writing knowledge, and attempts to seek authority in completing the writing task.
2. The negative message writing task was based on a given situation to determine the communication strategies. The writing was screened by an English native speaker to identify grammatical or lexical errors. The researcher then decoded the identified areas based on how the writers attempted to communicate through the communication strategies theories.

3.3 DATA COLLECTION

The data collection procedure was as follows:-

1. The administration staff of the Master of Arts (English for Careers) Program of the Language Institute, Thammasat University was contacted for the email addresses of the graduates and the graduate students of Class 8 to Class 10.
2. The questionnaires and situational writing task were distributed to all email addresses and later manually in paper form.

3. The responses via email and hard copies were collected.
4. The returned questionnaires were checked for completeness.

3.4 DATA PROCESSING AND ANALYSIS

SPSS/PC for windows program was used to calculate the frequencies, means, and standard deviation on Part One of the questionnaire (personal data, educational background, English exposure, and the application of business writing knowledge).

One-way ANOVA was used to determine the effects of factors on the communication strategies.

3.5 FRAMEWORK AND VARIABLES

The framework and variables of this study can be illustrated in the figure below.

