

ภาคผนวก

ภาคผนวก ก

ตารางกรอบการวิเคราะห์วัฒนธรรม และ ตารางแบบวิเคราะห์หัตถ์อ่าน

ตารางที่ 1 กรอบการวิเคราะห์วัฒนธรรม (แบบ check list)

หัวข้อวัฒนธรรม	ข้อปรากฏทางวัฒนธรรม			ประเภทบทอ่านที่ปรากฏ	หมายเหตุ
	มี	ไม่มี	อื่นๆ		
หัวข้อวัฒนธรรม (กลุ่มที่ 1)					
1. Applied English usage					
2. Language usage					
3. Personal communication					
หัวข้อวัฒนธรรม (กลุ่มที่ 2)					
1. Introduction and identification					
2. Cultural specificity about name					
3. Pets and animals					
4. The family, relatives and accommodation					
5. Sex and age					
6. Leisure time activities					
7. Food and drinks					
8. Clothing and weather					
9. Educational					
10. Vocational					
11. Sport					
12. Gadgets					
13. Opinion and attitude					
14. Identification of activities					
15. Plants and trees					
16. Capability and achievement					
17. Transportation facilities					
18. Interesting					
19. Emotional and feeling					
20. Lifestyle					
21. Medicines and remedy					

หัวข้อวัฒนธรรม	ข้อปรากฏทางวัฒนธรรม			ประเภทที่ อ่านที่ปรากฏ	หมายเหตุ
	มี	ไม่มี	อื่นๆ		
หัวข้อวัฒนธรรม (กลุ่มที่ 2)					
22. Beauty					
23. Behavior patterns					
หัวข้อวัฒนธรรม (กลุ่มที่ 3)					
1. Social status					
2. Customs					
3. Social system					
4. Role and duty					
5. Festivals and holidays					
6. Social perception					
7. Discipline					
8. Moral and spiritual value					
หัวข้อวัฒนธรรม (กลุ่มที่ 4)					
1. Time and appointment					
2. Important places and persons					
3. Tourist attraction					
4. Location					
5. Heroes and history					
6. Factual information					
7. Event					
8. Famous and popularity					
หัวข้อวัฒนธรรม (กลุ่มที่ 5)					
1. Music and performance					
2. Entertainment					

ตารางที่ 2 แบบวิเคราะห์ประเภทบทอ่าน (แบบ check list)

ประเภท text type	Course Books (Set 1)			Course Books (Set 2)			หมายเหตุ
	MW ₁	MW ₂	MW ₃	SG ₁	SG ₂	SG ₃	
1. Narrative							
1.1 Historical							
1.2 Fable							
1.3 Story							
1.4 Myths and Legends							
1.5 Mysteries							
1.6 Fiction							
1.7 Romances							
1.8 Ballads							
1.9 Slice of life							
1.10 Personal experience							
2. Descriptive							
2.1 Novels							
2.2 Events							
2.3 Persons							
2.4 Animals							
2.5 Places							
2.6 Sensory							
3. Expository							
3.1 Functional							
3.2 Psychological							
3.3 Teleological							
3.4 Methodological							
5. Opinion							
5.1 Identifying							
5.2 Extracting							


ประเภท text type	Course Books (Set 1)			Course Books (Set 2)			หมายเหตุ
	MW ₁	MW ₂	MW ₃	SG ₁	SG ₂	SG ₃	
5. Opinion							
5.3 Supporting							
6. Letter							
6.1 Formal							
6.2 Informal							
6.3 Business							
6.3 Pale							
6.3 Application form							
7. List							
7.1 Scheme							
7.2 Category							
7.3 Ranking							
7.4 Schedule							

ภาคผนวก ข

ตัวอย่างบทอ่านภาษาอังกฤษและตารางการวิเคราะห์วัฒนธรรม
ในแบบเรียนภาษาอังกฤษ My World และแบบเรียนภาษาอังกฤษ Super Goal

Cultural Analysis Of Reading Text

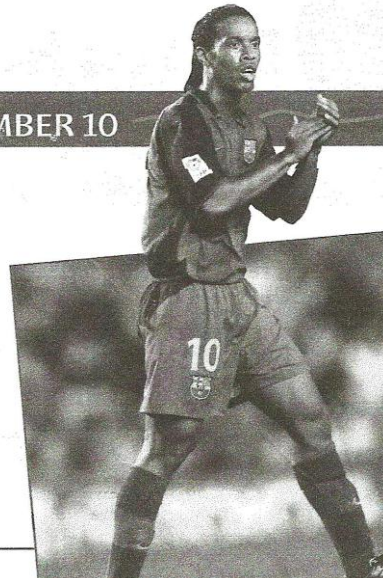
Reading text of “*Number 10*” in My World Book 1 , page 31

Reading 

NUMBER 10

His name is Ronaldo. People call him Ronaldinho. It means “little Ronaldo” in Portuguese. But Ronaldo isn’t little. He’s big and tall, and his hair is long and black. Ronaldo isn’t very good-looking, but he’s popular. He’s a champion soccer player.

Ronaldo is from Porto Alegre, Brazil. He’s from a poor family. Ronaldinho is famous all over the world, and he’s rich.



Text – type (Description)

Text	Cultural aspects	interpretations
<ul style="list-style-type: none"> - Ronaldo - People call him “ <i>Ronaldinho</i>” - He’s big and tall. - His hair is long and black. - Ronaldo isn’t very good-looking but he is popular. - He’s a champion soccer player. - Ronaldo is from Porto Alegre, Brazil. - He’s from poor family. 	<ul style="list-style-type: none"> -proper name - Brazilian (nationality) - well- known sport player - social perception as loved characteristic - has meaning in Portuguese - pronunciation is different - looking of a sport man - Brazilian characteristic - the writer’ attitude / point of view or judgment - factual information - a kind of popular sport around the world - “ soccer ” is “ football” called in different countries - being “ champion” make popularity - hometown - country / nationality - Brazil is known as the country where great soccer players come from. - background of a popular person (attitude) - reason for being famous 	<ul style="list-style-type: none"> -international - different from Thai - a role model in sport - admired / favourite / icon -word pronunciation of other language - means ‘ little Ronaldo’ - healthy / tough - what a sport player should be like -might be different from the reader’s individual attitudes. - agree with what the writer saying - readers know well about soccer or football - use of word may vary from country to country - popularity comes from being a champion - identity or a country in sport - attitude of respect to a country perceived from popularity of the people from that country - background may not be pleasant - social status of people -fame brings wealthy - people hope for future - rich (money) is common idea

- Ronaldinho is famous all over the world, and he's rich.	<ul style="list-style-type: none"> - result of being champion - result of being famous - how a great soccer player has or receives 	<p>That people want</p> <p>-universal attitude</p>
---	---	--

Reading text of “*My Mate*” in *My World Book 1*, page 37

Reading 

My Mate

My dog's name is Mate. He's my best friend. Mate is a Labrador, and he's two years old. Labradors are big dogs, and they are brown, beige, or black. They have a large head and large feet. Labradors are very intelligent animals. They are friendly dogs, and they're very happy. Mate is part of our family, and he has lots of friends in the neighborhood. Mate's doghouse is in the yard, and cats are not welcome there.




Text – type (Description)

Text	Cultural aspects	Interpretations
<p>- “mate”</p> <p>- He's my best friend.</p> <p>- Mate is a Labrador.</p>	<p>-British / Australian word for friend</p> <p>- good relationship between human and dogs.</p> <p>-kind of dog.</p> <p>- popular family pet</p>	<p>- dogs are great companions (“ man's best friend ”)</p> <p>-old English saying</p> <p>- foreigners like to live with dogs because they are honest.</p> <p>- very common / well known/ trusted breed of dog.</p>


<ul style="list-style-type: none"> - Labradors are very intelligent animals. – They are friendly dogs, and they're very happy. - Mate is part of our family. - has lots of friends in the neighborhood. – Mate's doghouse is in the yard. - Cats are not welcome there. 	<ul style="list-style-type: none"> - charecteristic - temperament of dogs - perception of the writer (owner of the dog) - the immediate community of home. – language usage (word : compound) -worldwide understanding that dogs chase cats (dogs v.s. cats) 	<ul style="list-style-type: none"> - easier to teach - smarter than most other dogs - people seek these qualifies in a pet, rather than angry dogs for hunting. -other people with dogs do not feel the same/ are not as loving of their dog. - lives in neighborhood with many other dogs / people – people have dogs for being a guard at home. - two most common family pets are dogs and cats. - they are enemy to each other.
--	---	--

Reading text of “*Famous Families*” in My World Book 1 , page 43


Reading 

FAMOUS FAMILIES

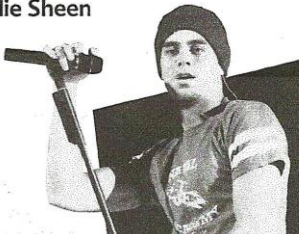
Are last names really important, in show business? Actor Martin Sheen's real name is Ramon Estevez. One son is Charlie Sheen, but his two brothers are Emilio Estevez and Ramon Estevez. Michael Douglas is Kirk Douglas's son. Kate Hudson is Goldie Hawn's daughter, and Drew Barrymore is John Barrymore's granddaughter. Enrique Iglesias is Julio Iglesias's son. Father and son are famous singers. And actress Liv Tyler is the daughter of Steve Tyler, Aerosmith's lead singer. Is it the name? Is it their talent? Or is it the two?



Charlie Sheen



Drew Barrymore



Text – type (Description)

Text	Cultural aspects	Interpretations
-Are last names really important in show business ?	- introduction ‘a topic of debate’ - “ What’s in a name ? ” - people change their names to sound more American.	- doubt on ‘best name’
- show business	- vocational : means of finding employment	- working as an actor in Hollywood or becoming successful through a career in music.
- Martin Sheen’s real name is Ramon Estevez.	-Spanish sounding name changed to easy English name.	-easier for most Americans to say, to read, to remember. - a “ marketable ” name
- Emilio Estevez and Ramon Estevez are Martin Sheen’s son	- both Emilio & Charlie are famous / successful actors	- proof that more ‘ marketable’, American

<p>- Michael Douglas is Kirk Douglas's son. Kate Hudson is Goldie Hawn's daughter, and Drew Barrymore is John Barrymore's granddaughter. Enrique Iglesias is Julio Iglesias's son. And actress Liv Tyler is the daughter of Steve Tyler, Aerosmith's lead singer.</p> <p>-Is it the name ? Is it the talent? Or Is it both ?</p>	<p>- same family</p> <p>- relationships in which both family members are famous.</p> <p>-writer ends without answering the topic of debate.</p> <p>-What is most important for Hollywood success ?</p>	<p>name may not read to more success.</p> <p>- proof that perhaps last name can lead to success.</p> <p>- would Martin Sheen be famous before name change?</p> <p>- people can become successful/ famous by many different ways.</p>
--	--	--

ตัวอย่าง ตารางวิเคราะห์เนื้อหาทางวัฒนธรรมตามกรอบความคิดหัวข้อวัฒนธรรม

ในแบบเรียน My World และแบบเรียน Super Goal

บทที่	หน้า	บรรทัด	ชนิดของ บทอ่าน	เนื้อหา เกี่ยวกับ	เนื้อหาทางวัฒนธรรม	หัวข้อทาง วัฒนธรรม ที่พบ	ความถี่
2	31	1	Description	คน	- His name is Ronaldo .	3(n), 4, 15, 17	4
		2 4			- People call him “ Ronaldinho ”	3 (c)	1
		4			- He’s big and tall .	17	1
		5			- His hair is long and black .		
		7			- Ronaldo isn’t very good-looking but he is popular .	3(c), 24	2
2	31				- He’s a champion soccer player.	17, 23, 36	3
					- Ronaldo is from Porto Alegre, Brazil .	4	1
					- He’s from poor family .	24	1
					- Ronaldinho is famous all over the world, and he’s rich.	36	1
5	37	1	Description	สัตว์			
		1				2(w), 3(n)	2
		2			- “ mate ”	6	1
		3 – 6			- He’s my best friend .	3(k),5	2
					- Mate is a Labrador .	3(c)	1
					- Labradors are big dogs , and they are brown, beige, or black . They have a large head and large feet .		
		7			Labradors are very intelligent animals .	37	1
		8					
		9			- They are friendly dogs, and they’re very happy .	6, 38	2
		10				26	1
		11			- Mate is part of our family .	2 (w)	1
		1			- Has lots of friends in the neighborhood .	38	1

6	43		Description	กน	- Mate's doghouse is in the yard. - Cats are not welcome there.	1(c), 2(s),3(n)	3
		2				15	1
		4			- Are last names really important in show business? - show business	4	1
		4 – 9				6, 15	2
					- Martin Sheen's real name is Ramon Estevez. - Emilio Estevez and Ramon Estevez are Martin Sheen's son.	6, 36	2
		10			- Michael Douglas is Kirk Douglas's son. Kate Hudson is Goldie Hawn's daughter , and Drew Barrymore is John Barrymore's granddaughter. Enrique Iglesias is Julio Iglesias's son. And actress Liv Tyler is the daughter of Steve Tyler,	1(c), 2(s)	2
7	55	1	Opinion	กน	Aerosmith's lead singer.	2(w)	1
		1				3(n)	1
		3			- Is it the name? Is it the talent? Or is it both?	9, 24	2
		5			- "People's Favorites " - My name's Jenny. - I like pizza a lot. - my favorite pizza restaurant is Gino's. I love ice cream too. - 'I don't like salad or milk. '	4, 25, 24 9, 24	3 2

ประวัติผู้วิจัย

ชื่อ- นามสกุล	นางชนิดาภา ไตรสัทยา
วัน เดือน ปี เกิด	12 ตุลาคม 2516
วุฒิการศึกษา	หลักสูตร นิเทศศาสตรบัณฑิต สาขาวิชาเอก การประชาสัมพันธ์ สาขาวิชาโท การโฆษณา มหาวิทยาลัยกรุงเทพ
สถานที่ทำงาน	โรงเรียนนิรมลชุมพร ต.ตากแดด อ.เมือง จ.ชุมพร 86000 โทร.077502145