

Nalinrat Pajchimpattapong 2012: A Study of Speech in the Graduation Ceremony Reflecting the Corporate Identity of Higher Education Institutions. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, Ph.D. 204 pages.

The present thesis “A Study of Speech in the Graduation Ceremony Reflecting the Corporate Identity of Higher Education Institutions” was aimed at studying speech as reflected the corporate identity of higher education institutions, to analyze language in conjunction passage of speech as reflected the corporate identity of higher education institutions, and to study the concept of the passage in speech as reflected the corporate identity of higher education institutions.

The reference data based on this study were speech as reflected the corporate identity of higher education institutions that had provided his speech to 14 higher education institutions since 1950 to 1994. There were 45 years and 423 passages.

The results regarding the studied of speech as reflected the corporate identity of higher education institutions showed that there were used of 5 types i.e., objective of establishment, an outstanding quality of a recipient of an academic degree, teaching and learning of higher education institutions, the motto of higher education institutions, and the name of higher education institutions that in order from the most to at least. According to the result, every speech as reflected the corporate identity of higher education institutions also reflected to the objective of establishment in the most. Moreover, the result of an analyze studied of language in conjunction passage in speech as reflected the corporate identity of higher education institutions found that there were used of 5 types i.e., conjunction word, lexical items-vocabulary, repetition word, substitution word, and ellipsis word that the most was conjunction word and the second was repetition word. Further, studied on the concept of the passage in speech as reflected the corporate identity of higher education institutions found that there were 4 concepts. A large concept was the method using in operations, the next attempt was the approach in behavior, next concept was the essential basic knowledge, and the last concept was the significant role of the profession.

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Thesis Advisor's signature