

Sineenart Suvannathat 2012: The Thai Identity Language in Advertisement of Public Relation Media. Doctor of Philosophy (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Wilaisak Kingkham, Ph.D. 473 pages.

The purpose of this research was to study the utilization and semantic structures of Thai identity language in advertisement. The samples of this study were 5,940 publications in advertising media, including newspapers and magazines published during January 2003 to December 2007.

The research results showed that the utilization of Thai identity language was found in 246 publications in advertisement media. Of these, 154 publications (62.60%) were for commercial use (selling goods and services), and 92 publications (37.40%) were for public relation purposes (creating positive attitudes towards certain organizations or companies). Types of Thai identity language used included writing from left to right, using royal language, using word and phrase sayings, using rhymes, using classifiers, using endings, using local dialects, using of kinship relations, and using Thai numbers. To study the utilization of Thai identity language identities in advertisement, two semantic structures of language were identified - objective structure and subjective structure. The objective structure of Thai identity language in newspaper was found to be used most for Thai arts and crafts as well as Thai food products (15.19%). Magazines were also found to be used most for Natural resources, Travel and Location (14.49%). On the other hand, the subjective structure was found most in advertisements in newspaper which expressed Thai identities such as kindness, moderate or sufficiency lifestyles, cooperative, supportive and sharing lifestyle (24.07%). And magazines were found to be used most for the monarchs (21.88%).

From the research results, the semantic structures of Thai identity language were classified into three types. The first type, the general structure, contained main headings, sub-headings, the texts, and photos. The second type fell into the basic structure, which included the name of products or services. The third type, specific structure, covered the surrounding contexts such as details for acquiring further information, relevant time or periods of time, and places. The three structures were closely related in the use of Thai language to express Thai identity in advertising media.

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Thesis Advisor's signature