

Abstract

The purpose of this thesis, "A Linguistic Analysis of the Thai Short Message Service (SMS) Used in mobile phones" is to analyze the wording, phrasing, figures of speech and speech acts in the sentences of the short messages used in mobile phone services.

The results of this study reveal that repetition and ellipsis are major characteristics of the short message. A high proportion of SMS use rhyme (83.61%) and subjectless (81.64%), whereas verbal ellipsis doesn't occur. In addition, particles (6.92%), borrowing occurs (6.66%), orthographic deviation from formal language (4.05%), adverb (2.35%), abbreviation (2.06%), slang (1.95%), interjection (0.66%) and lexical deviation (0.46%)

Phrasing is found in 0.46% of the language used in the short message service (SMS). New idioms are found in 52.38% of phrasing while old idioms are found in only 47.62%.

Figures of speech are found in 5.95% of the language used in the short message service (SMS). Highest in this category is rhetorical question (62.45%) followed by hyperbole (17.84%), simile (8.55%), metaphor (4.83%), allusion (4.09%), personification (1.86%) and paradox (0.37%).

Regarding the use of sentence patterns for illocutionary acts in the short message (SMS), sentence patterns expressing intention in a direct way are found in only 33.81% of SMS, whereas sentence patterns expressing intention in an indirect way are found in 66.19%. Most SMS use statements (63.71%), interrogative sentences (22.86 %) and imperative sentences followed by (13.43%).

The study also found that the language used in Short Message Service (SMS) is related to the purpose and channel of the communication and the target market.