

Sasanun Yingsuk 2007: The Analysis of Using Editorial Language in Weekly Matichon. Master of Arts (Thai), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Wilaisak Kingkham, Ph.D. 205 pages.

This thesis aim to study the analysis of using editorial language in weekly of Weekly Matichon by stydying the characteristics of usage of words, idiom and structures of editorial. The results are presented in the form of descriptive analysis.

The results of study is that characteristics of word of 10 kinds usage in clued usage of foreingn word, word that has denotation meaning, word that has connotation meaning, usage of literal meaning, doublet, slang word, loanword proper, spoken language, regional dialect, abbreviation, reduplicate word. The structures of idiom have 4 kinds usage: single word, compound word, phrase and sentences. The meaning of idiom have 2 kinds usage: implicate idiom, denotative idiom and compared idiom. And the originate of idioms are from 6 fields: news and ordinary situation, new technology, entertainment activities, sports and Thai belief and ritual. The structures of editorial have 3 parts of them: Lead, Body and Conclusion.

The result of analysis the characteristics of usage language are the most usage is reduplicate words and abbreviations. For idiom, the most usage is compared idiom, especially simile and the most of idiom are from News and ordinary situation. For the structure of editorial have 3 parts of them: Lead, Body and Conclusion.

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*14 / 11 / 2007*