

Pakpoom Poomirat 2007: A Study of Connotation of Flower Names According to Sex,
Academic Program and Age. Master of Arts (Applied Linguistics), Major Field:
Applied Linguistics, Department of Linguistics. Thesis Advisor:
Associate Professor Wipakorn Wongthai, M.A. 143 pages.

The Purposes of this research were 1) to know what the samples which are classified by genders, academic programs and age gave the connotations on the names of the flowers 2) to study and compare the variation and social connotations on names of flowers and 3) to study and analyze the connotations according to associative field theory by West.

The data were collected from students grade10-12 of the demonstration school of Kasetsart University; Bangkhen Alumni, students in 3-4 years of Faculty of Science and Faculty of Humanities and instructors from Faculty of Science and Faculty of Humanities by using 2 kinds of questionnaires. The total of the samples are 144 people. Then the data were classified by sex, academic programs and age to find the connotations and analyzed.

Three hypotheses were set for this research. The first hypothesis was that the samples gave a variety of the connotations. This result supported to the first hypothesis. The second hypothesis was divided to 2 points. One was that a variation of the social connotations was found more than 80% of all the 12 names of the flowers in every factor, but the result was found that there was the variation only 16.66% for genders, 16.66% for academic programs and 33.33% for age. Two was that the frequency comparison of the social connotations which were not varied. This result was that the frequency was differently given for the social connotations which were not varied. In conclusion, the two results partly supported to the second hypothesis. And the final hypothesis was that the connotations were concerned about society, cultures and environment which the samples were in. It was found that many reasons given were analyzed to concern the society, cultures, and environment. This result supported to the hypothesis.

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Student's signature

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28 / May / 2007