

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



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**A CRITICAL DISCOURSE ANALYSIS OF THAINESS IN CHILDREN'S
LITERATURE: A CASE STUDY OF TK PARK BOOKS FOR
CHILDREN IN THE THREE SOUTHERNMOST
PROVINCES OF THAILAND**

Nattapol Zupasit

**A Thesis Submitted in Partial
Fulfillment of the Requirements for the Degree of
Master of Arts (Language and Communication)
School of Language and Communication
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ABSTRACT

Title of Thesis	A Critical Discourse Analysis of Thainess in Children's Literature: A Case Study of TK Park Books for Children in the Three Southernmost Provinces of Thailand
Author	Mr. Nattapol Zupasit
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This study aims to analyze the representation of Thai-ness and Malay Muslim identity in TK Park children's books published for its local library in Yala. It is an attempt to explore whether there are any implicit forms of Thai nationalist ideology, hegemony, discrimination, and racism encoded in the stories through the representations of social actors, social actions, social events, voices, and point of view by means of linguistic and visual signs in these books.

Based on the framework of Fairclough's Critical Discourse Analysis and van Dijk's Socio-Cognitive approach, the analysis of this study is divided into two main levels; the macro and the micro levels of analysis. The macro analysis shows that the books are produced in the midst of two contradictory conjunctures; they are intentionally published in response to the current situation in the deep south in order to restore peace, mutual acceptance of diversity and multicultural environment; yet, it is apparent that the production of these texts is centralized in the hands of the Thai-Buddhist elites of Yala. By this, it is discovered that Thai nationalism, biases, and inaccurate understandings about the Muslims' way of life held by the Thai Buddhist authors are transmitted, channeled, and reflected into their choices of language use in the stories. This is affirmed by the micro analysis which reveals that nine out of the total of twelve books displaying an asymmetrical representation of Thai-ness and Malay Muslim identity.

Guided by van Dijk's ideological square, the micro analysis reveals that there are asymmetrical representations i.e. the positive representation of Thai-ness (Us) and

‘the assimilation of Malay Muslim identity (Them) into the mainstream Thai culture’. These are subtly enacted at both textual and visual signs. Various discursive strategies found at textual level include: nominalization, the use of Muslim voice to express appreciation of Thai-ness, the use of the terms Thai, Thai Buddhist, and Thai Muslim which connotes the unequal representation, the misrepresentation of the Muslim, and legitimization of Thai-ness as normalcy in disguise of reconciliatory discourse. Besides, it is discovered that the sense of inferiority and minority of the Muslims and their Islamic way of life is also signified through the visual signs of the books.

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