

ABSTRACT

Power Dominance between the Interviewer and the Interviewees

in a TV Talk Show

by

Suwipha Thongcumphao

This paper investigates power dominance manifested in verbal interactions between the interviewer and the interviewees in a TV talk show. The researcher aims at describing patterns in the use of personal pronouns which speakers use to show both their superiority and inferiority, and investigating factors underlying and determining the use of personal pronouns which demonstrate power dominance. The unit of analysis is interviews in a Thai talk show called Twilight Show. The participants are the talk show host and his twenty guests. The findings reveal that there are four patterns in the use of personal pronouns which speakers use to show both superiority and inferiority. Personal qualifications and the social status of speech interactants determine the use of personal pronouns demonstrating power dominance.