Kaew Kakaew 2007: An Analytical Study of the Language Style in the Nu-Hin in the City Cartoon of Phadung Graisri. Master of Arts (Thai), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Chalor Rodlay, M.A. 145 pages.

The thesis aims at studying the language style as used in Nu-Nin in the city Cartoon of Phadung Graisri. The following language usages; word, figurative speech, intonation, punctuation mark and pictures narrating the story concerned, have been taken into account in order to give a descriptive analysis.

The samplers of the present study on language style used in Nu-Hin in the city Cartoon of Phadung Graisri, are selected especially from the color pocket books published in 2004-2005.

As studied, it is found obviously that the words as used in the pocket books are mostly suitable to the story and each character concerned. Particularly, the communicating words in daily life namely; spoken language, picturing word, signal word, foreign language, overlapping word, dialect, speaking imitation, calling or requesting word, helping word, repeating word, deleting word including abbreviation, have clearly been used in the pocket book.

According to the figurative speech, it is found that the following five figurative speeches; 1) figurative speech of similarity namely; simile, metaphor, comparison with tale, re-statement of the story, 2) figurative speech of dissimilarity namely; retort and stairs of messages 3) figurative speech of relation namely; metonymy and modifier words 4) figurative speech of imagination namely; hyperbole and symbol and 5) the figurative speech consisting of retort-question and intonation, have mostly been used. Especially, for the intonation concerned, it is found that the caviling, jeering, ridiculing and straining intonations have mostly been used.

For the punctuation marks, it is found that different categories of the interesting punctuation marks have obviously been used in the pocket book.

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