

Jin Hee Yoo 2009: The Comparative Study of the Strategy of Language Usage in Naming Korean Dramas and Movies. Master of Arts (Thai), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, M.Ed. 430 pages

The Research is dealt mainly with a comparative study of the strategy as well as the usage of language in naming the Korean TV Dramas and Movies. Especially, it is emphasized to compare between the meanings of the original titles of Korean TV Dramas and Movies with the new titles as given later in Thai language.

The populations concerned in this research are derived from the Korean and the Thai titles of TV Dramas and Movies on the air and played in the theatre including the covers of electronic medias available from January 1st 2004 to March 31st 2008. Researcher used a specific random system in order to collect 97 sampling titles of TV Dramas and 286 sampling titles of Movies.

From the study, it is found that the Korean TV Dramas and Movies are mostly named by focusing on the contents of story. Naming by consideration about the leading actor/actress has secondly been found and the matters and the places of the stories have lastly been found. The results regarding the usage of language in this work showed that the compound words, the duplicated words and the repeated words have mostly been found and then the usage of rhymes has been secondly found for naming Korean TV Dramas into Thai language. Contrarily, for naming Movies, the usage of the rhymes has mostly been found and then the usage of the compound words, duplicated words and repeated words have secondly been found. From the comparison study of the meaning related to titles, it is found that the titles which are translated from the Korean language have very close relation to the new titles as given in the Thai language and the coincidental meanings of titles, as translated from the Korean language into the Thai language have secondly been found.

---

Student's signature

---

Thesis Advisor's signature