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THESIS

SPEECH ACTS AS PERFORMATIVE UTTERANCES
IN HOTEL DINING BUSINESS ADVERTISEMENTS
IN BANGKOK POST NEWSPAPERS



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Chitphong Bhodhirangsiyakorn 2010: Speech Acts as Performative Utterances in Hotel Dining Business Advertisements in Bangkok Post Newspapers. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Mrs. Wannana Soontornnaruerangsee, Ph.D. 140 pages.

This research studied types of speech acts as performative utterances including their frequencies in the use of each performative utterance type in hotel dining business advertisements in Bangkok Post newspapers issued from November 2007 to April 2008.

Based on the theory of Austin (1962: 150-63), which states that there are five types of performative utterances: verdictives, exercitives, commissives, behabitives, and expositives, the findings of the data analysis of the hotel dining business advertisements selected from Bangkok Post newspapers from November 2007 to April 2008 show that there are three types of performative utterances which are used: exercitives, behabitives, and expositives. The other two types: verdictives and commissives are not used. Ranking the frequency of each type, expositives are ranked the first (49.6%), exercitives are ranked the second (42.9%), and behabitives are ranked the third (7.5%).

Accordingly, it was illustrated that this study could guide people: the lecturers, the advertisement writers, and the people who are involved in the hotel dining industry, to understand speech acts as performative utterances in general and in a specific ways; for advertisement writing.

Student's signature

Thesis Advisor's signature

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1943

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LIST OF ABBREVIATION

IOC = Item Objective Congruence



CHAPTER I

INTRODUCTION

Rationale of the Study

English is widely used in international communication in many countries including Thailand. Many students in Thailand are encouraged by their parents to learn English, because the parents believe that when the students have a good command of English, the students will have better opportunities to reach their goals in education, occupation, and so forth. This observation can be supported by the following statement:

Give a man a fish and you feed him for a day.

Teach a man how to fish and you feed him for a lifetime.

(Chinese proverb)

In addition, English is used for many other purposes. For example, international business, which involves international trade, exporting, international transportation, tourism, hotel dining business, and so forth, uses a lot of English.

The hotel dining business involves the hospitality industry whose purpose is to take care of the needs of the people who require housing, dining, meeting, and other recreational facilities. The goal is to make a profit for those who invest their money, time, and effort in its business. In this case, each hotel has to bring high satisfaction to attract people to become interested in that hotel. The manager of the hotel has to intelligently, effectively, efficiently, and profitably manage products, the market, and competition in the hotel to reach the goal (Schwarz and Dorf, 1992).

As a result, there is ongoing fierce competition in the hotel dining business. Fowles (1996) states that this competition has existed in the industry for a long time. If a particular hotel is to be successful; to regularly have a lot of resources and guests,

it has to provide excellent services, comfortable housing, impressive facilities and effective, interesting, and motivating advertisements.

Advertisements are usually seen or heard in the media such as television, radio, magazines, newspapers, the Internet, and so forth. However, advertisements are significant themselves in that they are not just about the commercial promotion of branded products, but they can also encompass the idea of texts whose intention is to enhance the image of an individual, group or organisation (Goddard, 1998). Moreover, Mandell (1984) states that advertisement is a creative art, and it is important for people to know when and how to use advertisement principles for the greatest effectiveness. Used correctly, a hammer will drive home a nail. Mandell (1984) also states that used incorrectly, it will smash a thumb. Advertisement, like a hammer, is inanimate. It is a tool for communication. Used correctly, it can be effective and beneficial.

An advertisement needs reaction from the other people. Moreover, the advertisement also has a relationship with persuasion, which is a communicative activity. As a result, there must be a message for persuasion, as opposed to other forms of social influence, to occur (Perloff, 2003). Speech acts are necessary for communication and in advertising, which needs the reaction of other people to buy a product, to join a service, and to visit a hotel.

Advertising has a purpose to bring awareness to goods or services. The power of advertising depends upon the use of creativity and planning skills to achieve its objectives. When design gets in the way of the words the message is lost, and that is poor advertising (Jefkins, 1976).

Therefore, to create an effective advertisement in English, one of the necessary skills is to have adequate proficiency in English and a better understanding in applying performative utterances in certain English advertisements.

This research aims to study the utterances of hotel dining advertisements in order to explore the frequency of the types of performative utterances and their frequency of use. The hotel dining advertisements are purposively selected from the Bangkok Post newspapers issued from November 2007 to April 2008.

According to Prado (2003), Bangkok Post has won many awards from International Trade Organisations, which guarantees that the Bangkok Post is a leading newspaper and is among the best in Asia over years.

It is expected that this study will benefit people who are interested in creating hotel dining business advertisements in English and people who are interested in speech acts as performative utterances.

Objectives of the Study

The objectives of the study are:

1. to identify types of performative utterances that are used in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008.
2. to find out the frequency in the use of each performative utterance type in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008.

Research Questions

The research questions of this study are as follows:

1. What are the types of performative utterances used in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008?

2. What is the frequency in the use of each performative utterance type in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008?

Scope of the Study

This study will study types of speech acts as performative utterances including the frequency in the use of each performative utterance type in hotel dining business advertisements in the Bangkok Post newspapers issued from November 2007 to April 2008. As it was found from a preliminary survey, most of the advertisements presented in the Monday, Tuesday, Wednesday, Thursday, Saturday, and Sunday issues are repeated, the selected issues used in this study include only Friday issues, as the advertisements are not repeated. The study focuses on the Hotel and Dining *portion of the Real Time section*. The aim is to gain the most updated and selective data.

Significance of the Study

The study aims at studying types of speech acts as performative utterances and the frequency in the use of each performative utterance type in hotel dining business advertisements in Bangkok Post newspapers issued from November 2007 to April 2008. It is expected that the results will be useful for lecturers, advertisement writers, and people who are involved in the hotel dining industry. For lecturers, this study can help to understand speech acts in general and in a specific way; for advertisement writing, prior to their teaching. For advertisement writers, this study can help to understand the appropriate types of performative utterances used in advertisement writing. For people who are involved in the hotel dining industry, this study can help to understand the appropriate types of performative utterances used to encourage or persuade guests to use their services.

Definition of Key Terms

Speech acts refer to the statements that the advertisement writers use to convey a belief, an invitation, a request, and so forth to the readers.

Types of performative utterances refer to the following five types of utterances or information used in advertisement writing in Bangkok Post newspapers issued from November 2007 to April 2008:

- **Verdictives:** to give grade, evaluation or appraisal in anything of its information to guarantee the quality for inviting the customers. For example “Airconditioned rooms at very reasonable rates discount for long stay, swimming pool, car park, fantastic location near Pattaya Park, South Pattaya and Jomtien Beach.”

- **Exercitives:** to order or advise the customers to be interested and participated that thing from its information. For example “Celebrate Loy Krathong at Talay Thai restaurant with a special set dinner, Miss Noppamas contest and traditional Thai dances from 7pm onwards, Hyatt Regency Hua Hin.”

- **Commissives:** to promise or commit the customers that they will exactly meet the interesting thing. For example “The hotel will take care of the family, while you take care of business.”

- **Behabitives:** to bless the interesting thing in its information for inviting the customers. For example “Kongju’s special menus are goose liver Korean style and Korean spring salad, Pathumwan Princess.”

- **Expositives:** to show exposition in its information to invite the customers. For example “Garden Court features Australian lobster prepared in different styles for lunch and dinner, Chaophya Park.”

Hotel dining advertisements refer to the advertisements of the businesses or dining services which are located in Thailand and are described in the advertisements selected from the Bangkok Post newspapers issued from November 2007 to April 2008.

Bangkok Post Newspaper refers to a broadsheet English-language daily newspaper published in Bangkok, Thailand, issued from November 2007 to April 2008.

IOC refers to a process used to confirm content validity in this study.

Overview of the Study

This research consists of five main chapters:

Chapter I includes rationale of the study, objectives of the study, research questions, scope of the study, significance of the study, and definition of key terms.

Chapter II contains related literature review.

Chapter III explains the research methodology, data, data collection and analysis, verification of the findings, and ethical concerns.

Chapter IV presents the findings.

Chapter V includes a discussion of the findings, implications and recommendations.

CHAPTER II

LITERATURE REVIEW

This chapter includes a literature review of English for Specific Purposes (ESP), Advertisement, Persuasion, Communicative Competence, Speech Acts, Performative Utterances, Illocutionary Force, and related studies.

English for Specific Purposes

Orr (2002) stated that ESP is an exciting movement in English language education which is opening up rich opportunities for English teachers and researchers in new professional domains. Moreover, Orr (2002) stated that ESP currently possesses three specific referents in the world of English language education. Specific subsets of the English language those are required to carry out specific tasks for specific purposes. ESP is a branch of language education that studies and teaches subsets of English to assist learners in successfully carrying out specific tasks for specific purposes.

Moreover, Chinokul (2000) added that ESP stands for English for specific purposes. It is an approach to language learning which is based on a learner's needs. It is an approach including contents and methods in teaching ESP based on the learner's reason for learning. According to Chinokul (2000), ESP is really important at this time because it comes from the expansion in technology and commerce in an international scale. This expansion led to the world being unified by and dominated by technology and commerce forces, which in their relentless progress soon generated a demand for an international language. In addition, ESP comes from the change from language appreciation to language used in real life. The main viewpoint is that language is different from context to context. Thus, the English needed by a particular group of learners could be identified by analysing the linguistic characteristics of their special area of work or study. Lastly, ESP comes from the educational psychology that the learner is important. Learners were seen to have different needs and interests,

which would have an important influence on their motivation to learn and therefore on the effectiveness of their learning.

The reason why the researcher has added English for Specific Purposes in this part, Literature Review is that English used in hotel dining business advertisements is one of the ESP areas in which the language might be different from English in general. Therefore, the information about advertisements requires explanation.

Advertisement

According to O'Guinn, Allen, and Semenik (1998), advertisements are different things to different people; it is a business, an art, an institution, and a cultural phenomenon. They further explained that "Advertisement is a paid, mass-mediated attempt to persuade". Advertisement is paid communication by a company or organisation that wants its information disseminated. Advertisement is mass mediated because it is delivered through a communication medium designed to reach more than one person. Moreover, advertisement is widely disseminated through television, radio, newspapers, magazines, Internet, and so forth. Advertisement includes an attempt to persuade because the advertisement is communication which is designed to get someone to do something. Advertisement has the purpose to get the consumer to like the brand or the service and to eventually buy the brand or pay for the service.

The information is necessary for this study because advertisement has the purpose to invite or to change the mind of other people to buy merchandise or to participate in a service. Therefore, the information about persuasion requires explanation.

Persuasion

To define persuasion, Perloff (2003) stated that there is a lot of interesting information to define this word by many scholars. It is a communication process in which the communicator seeks to elicit a desired response from his receiver (Andersen,

1971: 6). It is a conscious attempt by one individual to change the attitudes, beliefs, or behaviour of another individual or group of individuals through the transmission of some message (Bettinghaus and Cody, 1987: 3). It is a symbolic activity whose purpose is to effect the internalisation or voluntary acceptance of new cognitive states or patterns of overt behavior through the exchange of messages (Smith, 1982: 7). Finally, it is a successful intentional effort at influencing another's mental state through communication in a circumstance in which the persuadee has some measure of freedom (O'Keefe, 1990: 17). However, Perloff (2003), stated following his own concept that it is a symbolic process in which communicators try to convince other people to change their attitudes or behavior regarding an issue through the transmission of message, in an atmosphere of free choice.

Fotheringham (1966: 7) stated that persuasion is similar to the body of effects in receivers, relevant and instrumental to source desired goals, brought about by a process in which messages have been a major determinant of those effects.

Burke (1969) stated the definition of persuasion in the book, *A Rhetoric of Motives* (1969: 46), that it is the use of symbols, by a one symbol-using entity to induce action in another.

Information is important because persuasion is necessary to invite or change the mind of other people for specific purposes. However, the competence of communication is also important for persuasion. Therefore, the information of communicative competence requires explanation.

Communicative Competence

Savignon (1983) stated that communicative competence is a dynamic rather than a static concept. It depends on the negotiation of meaning between two or more persons who share to some degree the same symbolic system. In this sense, communicative competence can be said to be interpersonal rather than intrapersonal. Communicative competence applies to both written and spoken language, as well as

to many other symbolic systems. It is context specific. Communication takes place in an infinite variety of situations, and success in a particular role depends on one's understanding of the context and on prior experience of a similar kind. It requires making appropriate choices of register and style in terms of the situation and the other participants. Competence is defined as a presumed underlying ability, and performance as the overt manifestation of the ability. Competence is what one knows while performance is what one does. Only performance is observable, but, competence can be developed, maintained, and evaluated. Communicative competence is relative, not absolute, and depends on the cooperation of all the participants involved. It makes sense, then, to speak of degrees of communicative competence.

Bostrom (1984) defined communicative competence in a general and specific way. In a general definition, communicative competence is the knowledge of appropriate communication patterns in a given situation and the ability to use the knowledge. In the specific definition, communicative competence is composed of individual physiological and psychological abilities and social or cultural knowledge.

Gleason (2001) explained that Communicative Competence entails the appropriate use of language in social contexts and predicts later literacy skills.

The information is important because communicative competence can support persuasion to be more effective. Moreover, effective persuasion can strongly benefit advertisement. The next section will explain the information of speech acts because speech acts involve English language use. Furthermore, from the ESP class that the researcher had studied, he found out that there are two important things in speech acts: performative utterances and illocutionary force. Therefore, it is essential to give the review of speech acts, performative utterances, and illocutionary force.

Speech Acts

According to McDowell (1998), speech acts are publications of intentions; the primary aim of a speech act is to produce an object, the speech act itself, that is perceptible publicly, and in particular to the audience, embodying an intention whose content is precisely a recognisable performance of that verified speech act.

According to Searle (1971), speech acts are characteristically performed in the utterance of sounds or the making of marks. What is the difference between just uttering sounds or making marks and performing a speech act? The first difference is that the sounds or marks by the first person or message made in the performance of a speech act are characteristically said to have meaning. A second related difference is that a message is characteristically said or explained to mean something by those sounds or marks. Characteristically when the first person or message explains the meaning of something, the string of morphemes is characteristically said or explained to have a meaning. This is the other information of Searle (1971) for speech acts, “Here, incidentally, is another point at which our analogy between performing speech acts and playing games breaks down. The pieces in a game like chess are not characteristically said to have a meaning, and furthermore when the person makes a move, the person is not characteristically said to mean anything by that move.”

Performative Utterances

Austin (1962) stated that performative utterances are the things which are used to describe something, and which thus are true or false. Moreover, he stated that performative utterances are not true or false; instead, when something is wrong with them, they are happy or unhappy. Performative utterances are certain kinds of actions, illocutionary forces or acts, the performance of which would not normally be described as just saying or doing something.

For example, when Peter says "I promise to do the dishes" in an appropriate context, then he does not just say something, and in particular he does not just describe what he is doing; rather, in making the utterance he performs the promise; since promising is an illocutionary act, the utterance is thus a performative utterance. If Peter utters the sentence without the intention to keep it, or if he does not keep the promise, then, although something is not in order with the utterance, the problem is not that the sentence is false: it is rather unhappy, or infelicitous, as Austin also says. In the absence of any such flaw, on the other hand, the utterance is to be assessed as happy or felicitous, rather than as "true".

Furthermore, Austin stated that performative utterances that they are explicit performatives; to utter an explicit performative sentence is to make explicit what act one is performing. However, there are also implicit, primitive, or inexplicit performatives. When, for instance, one uses the word "Go!" in order to command someone to leave the room, this utterance is part of the performance of a command; and the sentence, according to Austin, is neither true nor false; because this utterance has the purpose to command someone only.

Many Linguists classify performative utterances differently. According to Austin (1962: 150-63), there are five types of performative utterance: verdictives, exercitives, commissives, behabitives, and expositives.

Verdictives are to give a verdict, grade, evaluation or appraisal. For example, "We find the accused guilty."

Exercitives are to exercise powers, rights, and influences in warning, appointing, ordering, or advising. For example, "I pronounce you man and wife."

Commissives are to promise or commit someone to do something. For example, "I hereby bequeath.", "I'll give you a million baht if you tell me the truth."

Behabitives are to apologise, bless, curse, congratulate, or challenge. For example, “I apologise.”, “I’m sorry.”, “I beg your pardon.”, “Pardon me.”

Expositives are to show argument or exposition. For example, “I argue.”, “I don’t agree.”, or “I assume.”

While Searle (1975) stated that there are five types of performative utterances: Assertives, Directives, Commissives, Expressives, and Declaratives.

Assertives are to commit a speaker to the truth of the expressed proposition.

Directives are to cause the hearer to take a specific action; to request, to command, or to advice someone.

Commissives are to commit a speaker for a future action, to promise or to make the oath for someone.

Expressives are to express on the speaker’s attitudes and emotions towards the proposition; to congratulate, to excuse, or to thank someone.

Declaratives are to change the reality in accord with the proposition of the declaration; to do the baptism, to pronounce someone guilty or to pronounce someone husband and wife.

From helping of the advisor to find out the categories of types of performative utterances of Austin (1962: 150-63) and Searle (1975), the researcher found that:

- **Verdictives** of Austin have similarity with **Declaratives** of Searle.
- **Exercitives** of Austin have similarity with **Directives** of Searle.
- **Commissives** of Austin and Searle have the same definition.
- **Behabitives** of Austin have similarity with **Expressives** of Searle.
- **Expositives** of Austin have similarity with **Assertives** of Searle.

However, Bach and Harnish (1979: 41) stated that there are four types of performative utterance: constatives, directives, commissives, and acknowledgements.

Constatives are to express the speaker's belief, intention, or desire that the hearer has or form a like belief.

Directives are to express the speaker's attitude toward some prospective action by the hearer and the speaker's intension that the speaker's utterance is taken as a reason for the hearer's action.

Commissives are to express the speaker's intention and belief that the speaker's utterance obligates the speaker to do something.

Acknowledgements are to express feelings regarding the hearer or the speaker's intention that the speaker's utterance satisfies a social expectation to express real feelings and the speaker's belief that it does.

From helping of the advisor to find out the categories of types of performative utterances of Bach and Harnish (1979: 41), the researcher found that:

- **Directives** of Bach and Harnish have similarity with **Exercitives** of Austin and **Directives** of Searle.
- **Commissives** of Bach and Harnish, Austin, and Searle have the same definition.
- **Acknowledgements** of Bach and Harnish have similarity with **Behabitives** of Austin and **Expressives** of Searle.
- **Constatives** of Bach and Harnish have similarity with **Expositives** of Austin and **Assertives** of Searle.

Table 1 Comparisons of categories of types of performative utterances of Austin, Searle, and Bach and Harnish

Austin	Searle	Bach and Harnish
Verdictives	Declaratives	
Exercitives	Directives	Directives
Commissives	Commissives	Commissives
Behabitives	Expressives	Acknowledgements
Expositives	Assertives	Constatives

The researcher is interested in the categories of Austin (1962: 150-63) as a result of the information discussed in the previous pages, including the table, because the Austin's categories cover many types of utterances. Therefore, Austin's style will be used in this study.

Illocutionary Force

Austin (1975) stated that illocutionary force is an act used for the performance in which the first person must make it clear to another person that the act is performed, and the performance of which involves the production of conventional consequences such as rights, commitments, or obligations. For example, in order to successfully perform a promise, the first person must make clear to the audience that the promise has been given, and then undertake an obligation to follow through on the promise: hence promising is an illocutionary act in the present sense.

Holdcroft (1968) stated that illocutionary force is made with the intention to perform a certain illocutionary act rather than as a successful performance of the act. According to this conception, the utterance of "I bet you five pounds that it will rain" may well have an illocutionary force even if the addressee doesn't hear it.

Ross (1970) and Sadock (1974) stated that illocutionary force is a function of the literal meanings of the sentences uttered. They showed these sentences as examples:

- a. John Austin was an English philosopher.
- b. I assert that John Austin was an English philosopher.
- c. Pick up that cigarette butt!
- d. I order you to pick up that cigarette butt!

According to the examples, a sentence like (a) has the same underlying semantic structure as (b) and (c) has the same underlying semantic structure as (d). Sadock further explained that illocutionary force is the part of the meaning of a sentence which corresponds to the highest clause in its semantic representation.

The works of Austin (1975), Holdcroft (1968), and Ross (1970) and Sadock (1974) give illocutionary force a similar meaning. These authors state that it is the utterance or message that comes from the intention of the first person for the second person. However, Ross (1970) and Sadock (1974) are concerned with illocutionary force in the case of semantic structure.

Related Studies

Although not many previous studies were found related to this topic, the researcher found some related studies which can provide some helpful framework in conducting this research. They are discussed below:

Iamyai (1997) conducted research entitled, “Thai Sublanguage Used in Stock Exchange Domain”. The researcher found that there were two types of speech acts used in this study: suggestions and assertion. The latter was used more frequently than the former. These two speech acts were indicated directly by various linguistic markers.

Makthavornvattana (1998) conducted research entitled, “The Speech Act of Apologising in Thai”, to investigate apologising strategies in Thai and the relationship between these strategies and the seriousness of the offense. The data was collected from fifty Thai speakers of various occupational backgrounds, using a Discourse Completion Test. The researcher found that there were five apologising strategies in Thai: namely using explicit expressions of apology, accepting blame, giving excuses, offering repair, and efforts to please the addressee. It was also found that the strategy with the highest frequency was the use of explicit expression of apology while giving excuses was found least. It illustrated that Thai people give more significance to the addressee’s feeling than paying attention to the speaker’s own face. When the offense was more serious, the researcher found that, although the offenses carried more weight, it did not necessarily mean that the speaker chose more complex strategies to deal with the offense.

Yodnane (2001) conducted research entitled, “A Study of Interaction between Host and Guests in Television Health Programs in Ethnography of Communication Approach”. The case studies for this research are “Prik Furn Sukkapab Kon Muang” and “Variety Prik Furn Sukkapab”. The researcher found the following types of speech acts: introducing guest, greeting, calling, announcing, explaining, warning, ordering, telling story, reference, showing appreciation, and inviting.

Sukwisith (2004) conducted research entitled “The Speech Act of Reprimanding in Thai”, to study the strategies of reprimanding in Thai and the effect on the people being reprimanded. The data collection included the conversations from six novels as well as daily interaction in which he, Sukwisith (2004), participated or observed. The research found that there were direct: cursing and negative meaning words or idioms, and indirect strategies: verbal irony, metaphor, ambiguous insults, and attacking others related to the target of reprimanding. Moreover, the researcher also found that the expressions used in the act of reprimanding reflected some values: respect of elders and others in Thai society. In the case of the effect of the target, the research found that the act of reprimanding could threaten the target in three ways: to show

that the target was not recognised by the speaker, to show that the target was not accepted by society, and dissociating the target.

Laowtrakul (2006) conducted research entitled, “A Study of The Communicative Situation of Examining Witnesses in Thai Criminal Court: An Ethnography of Communication Approach”. The data on which the analysis was based were taken from observation in the courtrooms of Nakornpathom Provincial Court Six different cases were studied. Witnesses were examined and separated into three plaintiff witnesses and three defense witnesses. The results showed that there were 17 types of speech acts used in the study: giving commands, paying respects, taking oaths, making references, asking, answering, explaining, breaking off, warning, arguing, repeating, telling, requesting, asking for allowance, thanking, accepting, and informing. The researcher found that paying respect was the most salient speech act.

Ketklang (2006) conducted research entitled, “Analysis of Using Language in Thairat Sport News”, to analyse the word meanings and word frequency used under the categories of “movement” and “action words” in sports news. The data collection was done by collecting Thairat daily newspapers from 1 May 2005 to 31 October 2005. The findings reveal that there were 597 significant words used in sports news. They could be classified into 3 groups: movement and action words, emotional words, and sound and voice showing words. The research found that the movement and action words were the ones which were most frequently used in the sport news.

Keioma (2008) conducted research entitled, “A Study on Speech Acts on Outdoor Media for Candidates Running for Governor of Bangkok 2004”. The data in this study were collected from outdoor campaign media from 10 to 28 August, 2004. A total of 113 items of outdoor media were collected which contained a total of 162 utterances. The researcher found that there were four types of speech acts found on the data obtained. First were commissives, second were directives, third were assertives, fourth were expressives.

In summary, this chapter has explained the details of English for specific purposes (ESP), advertisement, persuasion, communicative competence, speech acts, performative utterances, and illocutionary force. In the case of the related studies, the researcher can observe and learn the processes of data collection and data analysis from these related studies in this study. In the next chapter, details of research methodology are explained.



CHAPTER III

METHODOLOGY

This chapter explains the methodology used in this study. There are three important parts to be discussed: data, data collection and analysis, and ethical concerns.

Data

This quantitative research focuses on identifying types of performative utterances and finding out the frequency in the use of each performative utterance type in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008.

The data includes hotel dining advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008. The selected issues are the Friday issues because the advertisements in the Sunday, Monday, Tuesday, Wednesday, Thursday, and Saturday issues are mostly repeated. The selected newspaper section is *Real Time*. The selected part in *Real Time* is Hotel Dining advertisements. The total number of selected advertisements is 1,613.

According to Yamane (1967) an appropriate sample size of these selected advertisements after calculation is 359. Therefore, the data to be analysed in this study includes 359 hotel dining advertisements from the *Real Time* section published in Bangkok Post newspapers issued from November 2007 to December 2008. (See Appendix 1, page 50)

Data Collection and Analysis

This research focuses on identifying types of performative utterances and finding out the frequency in the use of each performative utterance type in hotel dining business advertisements published in Bangkok Post newspapers issued from

November 2007 to April 2008. The method of data collection and analysis is stated below:

Types of Performative Utterances:

The frequency of five types of performative utterances: verdictives, exercitives, commissives, behabitives, and expositives, were manually recorded. To collect their frequency, check sheets were created in table form, as shown below.

Next, the data, hotel dining business advertisements, were put in the check sheets in the column “**Advertisement & Information**”. Then, the data were read, analysed, and written down in the column “**Type**”. After that, the frequency was counted, calculated, and analysed to find the percentage of each type.

Table 2 Types of performative utterances used in the hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008

Table (Number): Friday (Month) (Year)

Advertisement & Information	Type
1.	
2.	
3.	
4.	
5.	

(See Appendix 1, page 50)

Table 3 Frequency of types of performative utterances from November 2007 to April 2008

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
November 2007					
December 2007					
January 2008					
February 2008					
March 2008					
April 2008					
Total					

(See Appendix 2, page 51)

Table 4 Percentage of types of performative utterances from November 2007 to April 2008

Item no.	Types of Performative Utterances	Frequency	Percentage (%)
1	Verdictives		
2	Exercitives		
3	Commissives		
4	Behabitives		
5	Expositives		
Total			

(See Appendix 3, page 52)

Verification of the Findings

Reliability and validity

To assure the reliability and validity of the findings, the researcher invited three English language experts to review and validate the findings. Lynn (1986) suggested that at least three experts in the appropriate field verify the findings in order to guarantee the content validity.

The English language experts included two doctoral lecturers of the English Section, Department of Foreign Languages, Faculty of Humanities, Naresuan University, Phitsanulok, and one author who has worked for Bangkok Post for over 15 years. His job involves a lot of journal and advertisement writing in English. There were reasons for explanation. In the case of the two doctoral lecturers of the English Section, Department of Foreign Languages, Faculty of Humanities, Naresuan University, Phitsanulok, the researcher selected them because the researcher found that there was no complication or obstacle to contact them. In the case of the one author who has worked for Bangkok Post for over 15 years, the researcher selected him because of the suggestion of the advisor. And the researcher agreed with the advisor that it was comfortable to contact him.

Due to the limited time for the researcher to do this study, the researcher had to reduce the quantity of data to find out the appropriate sample size. Again, the researcher applied the formula of Yamane (1967) with the sampling suggested by the advisor to select every ten advertisements from November 2007 to April 2008. After that, the researcher found out that an appropriate sample size of these selected advertisements after calculation was only 93 advertisements from the 359 advertisements to be reviewed. Moreover, the advisor explained that this method could save time for the reviewers; they had many burdens to manage.

Besides consulting the experts and the advisor, in order to ensure that the findings were valid and reliable, the technique called Item Objective Congruence (IOC) was applied to this research to verify the findings. According to Rovinelli and Hambleton (1977), IOC is a tool used to confirm content validity, by means of expert verification. (See Appendix 12, page 117)

In this study, the selected three experts including the researcher's advisor were invited to review the findings. They determined whether an item of the findings was valid with reference to the framework mentioned in Chapter Two – Literature Review. An item of the findings which was agreed by an expert was scored '+1'; on the other hand, it was scored '-1' if an expert disagreed, and '0' when an expert was not sure.

Scoring IOC from the experts was collected in the following form:

Table 5 Verifying check sheet for reviewers (experts)

Advertisement & Information	Researcher's Opinion	Reviewer's Opinion		
		+1 (Agree)	0 (Neutral)	-1 (Disagree)
1.	Type of Performative Utterance			
2.	Type of Performative Utterance			
3.	Type of Performative Utterance			
4.	Type of Performative Utterance			
5.	Type of Performative Utterance			

(See Appendix 15, pages 121-135)

The scores of each item from the three experts were collected and analysed by the concept of the IOC to find the IOC index. The acceptable findings should have an IOC index of 0.5-1. Any item which had an IOC index less than 0.5, had to be reconsidered by consulting with the experts and the advisor. The analysis of the IOC is detailed in Appendix D. (See Appendix 15, pages 121-135)

Generalisability

Since the data in this study is drawn only from Bangkok Post Newspapers during a particular period, the findings cannot be generalised to hotel dining advertisements published in other newspapers or sources. However, the results of the study can be useful as a reference for relevant studies and can be a guide for teachers or lecturers of English and advertisement writers.

Ethical Concerns

The information used in all parts of this study will not be used to attack or criticise ideas or concepts of other people who are interested in doing research about hotel dining business advertisements in Bangkok Post newspapers, or other researchers who have conducted any study which involves hotel dining business advertisements in Bangkok Post newspapers. Finally, the researcher will not change or fabricate any part of the research findings.

In this chapter, the methodology used in the study including the research design, data, data collection and analysis, verification in research method and findings, and ethical concerns are explained. The next chapter is devoted to research findings.

CHAPTER IV

FINDINGS

This chapter presents the findings, which include the types and frequency in the use of each performative utterance in hotel dining business advertisements in Bangkok Post newspapers from November 2007 to April 2008.

Types of performative utterances used

November 2007

Table 6 Frequency in the use of each performative utterance type in hotel dining business advertisements on Friday, November 2007 issues of Bangkok Post newspapers

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
November 2007	0	29	0	6	26

Table 7 Supporting detail in the use of each performative utterance type in hotel dining business advertisements on Friday, November 2007 issues of Bangkok Post newspapers

The Used Types	The Number of Advertisements
Exercitives	2, 3, 4, 6, 8, 9, 10, 13, 15, 21, 23, 24, 26, 28, 33, 34, 36, 37, 39, 40, 41, 42, 43, 44, 45, 47, 48, 50, 51
Behabitives	17, 22, 25, 34, 43, 52
Expositives	1, 2, 5, 6, 7, 11, 12, 14, 15, 16, 18, 19, 20, 23, 27, 29, 30, 31, 32, 35, 37, 38, 39, 45, 46, 49

(See Appendix 6, pages 58-67)

According to the results, in all advertisements, exercitives are used the most, expositives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in the advertisements.

From the results, it can be assumed that hotel dining business advertisement writers of Bangkok Post newspaper use exercitives more often than other types of performative utterances. Expositives are also used frequently, while behabitives are used the least. Verdictives and commissives are not used at all.

December 2007

Table 8 Frequency in the use of each performative utterance type in hotel dining business advertisements on Friday, December 2007 issues of Bangkok Post newspapers

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
December 2007	0	31	0	7	34

Table 9 Supporting detail in the use of each performative utterance type in hotel dining business advertisements on Friday, December 2007 issues of Bangkok Post newspapers

The Used Types	The Number of Advertisements
Exercitives	58, 62, 68, 69, 73, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 87, 88, 89, 90, 91, 94, 95, 96, 97, 98, 99, 100, 101, 102, 105
Behabitives	56, 61, 72, 93, 98, 104
Expositives	53, 54, 55, 57, 59, 60, 63, 64, 65, 66, 67, 70, 71, 73, 74, 76, 77, 78, 79, 82, 85, 86, 88, 90, 91, 92, 93, 94, 97, 98, 100, 101, 102, 103

(See Appendix 7, pages 68-79)

According to the results, in all advertisements, expositives are used the most, exercitives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in the advertisements.

From the results, it can be assumed that hotel dining business advertisement writers of Bangkok Post newspaper use expositives more often than other types of performative utterances. Exercitives are also used frequently, while behabitives are used the least. Verdictives and commissives are not used at all.

January 2008

Table 10 Frequency in the use of each performative utterance type in hotel dining business advertisements on Friday, January 2008 issues of Bangkok Post newspapers

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
January 2008	0	19	0	3	26

Table 11 Supporting detail in the use of each performative utterance type in hotel dining business advertisements on Friday, January 2008 issues of Bangkok Post newspapers

The Used Types	The Number of Advertisements
Exercitives	106, 109, 110, 113, 117, 118, 120, 122, 123, 130, 135, 136, 138, 139, 140, 144, 147, 148, 149
Behabitives	111, 124, 131
Expositives	107, 108, 109, 112, 114, 115, 116, 117, 119, 121, 123, 125, 126, 127, 128, 129, 130, 132, 133, 134, 136, 137, 141, 142, 145, 146

(See Appendix 8, pages 79-86)

According to the results, in all advertisements, expositives are used the most, exercitives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in the advertisements.

From the results, it can be assumed that hotel dining business advertisement writers of Bangkok Post newspaper use expositives more often than other types of performative utterances. Exercitives are also used frequently, while behabitives are used the least. Verdictives and commissives are not used at all.

However, there is one advertisement that is not related to any type of performative utterance.

Table 12 The hotel dining business advertisement on Friday, January 2008 issue of Bangkok Post newspaper which cannot be classified into any type of performative utterance.

Advertisement & Information	Type
<p>143. Pathumwan Princess</p> <p>Until Jan 27: It's Australian week at Citi Bistro with a grand buffet of favourite Aussie food, drinks and entertainment. The buffet costs 650 baht net for lunch and 890 baht net for dinner.</p>	-

(See Appendix 8, page 85)

February 2008

Table 13 Frequency in the use of each performative utterance type in hotel dining business advertisements on Friday, February 2008 issues of Bangkok Post newspapers

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
February 2008	0	35	0	1	30

Table 14 Supporting detail in the use of each performative utterance type in hotel dining business advertisements on Friday, February 2008 issues of Bangkok Post newspapers

The Used Types	The Number of Advertisements
Exercitives	150, 152, 155, 156, 158, 160, 161, 162, 163, 164, 165, 166, 168, 170, 171, 173, 174, 176, 177, 179, 180, 181, 184, 187, 189, 190, 191, 192, 193, 194, 203, 205, 206, 208, 210
Behabitives	209
Expositives	151, 153, 154, 156, 157, 159, 165, 166, 167, 169, 171, 172, 175, 178, 180, 182, 183, 185, 186, 191, 193, 195, 196, 197, 198, 199, 200, 201, 204, 207

(See Appendix 9, pages 87-96)

According to the results, in all advertisements, exercitives are used the most, expositives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in the advertisements.

From the results, it can be assumed that hotel dining business advertisement writers of Bangkok Post newspaper use exercitives more often than other types of performative utterances. Expositives are also used frequently, while behabitives are used the least. Verdictives and commissives are not used at all.

However, there are two advertisements that are not related to any type of performative utterance.

Table 15 The hotel dining business advertisements on Friday, February 2008 issues of Bangkok Post newspaper which cannot be classified into any type of performative utterance.

Advertisement & Information	Type
188. JW Marriott Bangkok	
Until Feb 24: Japanese guest chef Hirofumi Nakagawa from Nako-Tei in Nagoya Marriott Associa Hotel is at Nami teppanyaki steakhouse to prepare 3 teppanyaki set dinner menus priced at 2,500, 3,800 and 5,000 baht. A teppanyaki cooking demonstration will also be conducted by chef Nakagawa on Feb 23 and 24 from 11am-1pm for the price of 1,900 baht including lunch.	-
202. Westin Grande Sukhumvit	
March: The Med Serves French cuisine every Fri and Sat evening. Dishes include tomatoes and mozzarella with fresh basil leaves, beef and carpaccio with shaved parmesan, baked salmon with salt crust, grilled rock lobster and more.	-

(See Appendix 9, pages 93, 95)

March 2008

Table 16 Frequency in the use of each performative utterance type in hotel dining business advertisements on Friday, March 2008 issues of Bangkok Post newspapers

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
March 2008	0	19	0	5	30

Table 17 Supporting detail in the use of each performative utterance type in hotel dining business advertisements on Friday, March 2008 issues of Bangkok Post newspapers

The Used Types	The Number of Advertisements
Exercitives	211, 216, 222, 223, 224, 226, 229, 230, 233, 234, 235, 236, 239, 242, 244, 250, 251, 263, 264
Behabitives	217, 219, 243, 248, 254
Expositives	212, 213, 214, 215, 218, 220, 221, 222, 225, 227, 228, 229, 231, 232, 238, 240, 241, 246, 247, 249, 252, 253, 255, 256, 257, 258, 259, 260, 261, 262

(See Appendix 10, pages 97-105)

According to the results, in all advertisements, expositives are used the most, exercitives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in the advertisements.

From the results, it can be assumed that hotel dining business advertisement writers of Bangkok Post newspaper use expositives more often than other performative utterances. Exercitives are also used frequently, while behabitives are used the least. Verdictives and commissives are not used at all.

However, there are two advertisements that are not related to any type of performative utterance.

Table 18 The hotel dining business advertisements on Friday, March 2008 issues of Bangkok Post newspaper which cannot be classified into any type of performative utterance.

Advertisement & Information	Type
237. Sofitel Centara Grand Resort & Villas, Hua Hin March 17: It's St Patrick Day dinner at the Railway restaurant. Chef Adrian will be laying a buffet feast including Irish stew, Molly Malone's risotto and Bailey's Irish cream cheesecake at 1,200 baht, 600 baht for children.	-
245. Siam City March 23: Patummat is adding an Easter selection alongside its international lunchtime buffet, together with Easter egg hunt, painting and games at 610 baht, half price for children.	-

(See Appendix 10, pages 101, 102)

April 2008

Table 19 Frequency in the use of each performative utterance type in hotel dining business advertisements on Friday, April 2008 issues of Bangkok Post newspapers

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
April 2008	0	21	0	5	32

Table 20 Supporting detail in the use of each performative utterance type in hotel dining business advertisements on Friday, April 2008 issues of Bangkok Post newspapers

The Used Types	The Number of Advertisements
Exercitives	265, 268, 271, 274, 275, 277, 279, 280, 283, 285, 290, 291, 293, 299, 300, 304, 305, 306, 314, 317, 320
Behabitives	272, 281, 303, 308, 309
Expositives	267, 269, 270, 273, 276, 278, 281, 282, 283, 284, 286, 287, 288, 289, 290, 292, 294, 295, 296, 297, 298, 301, 302, 307, 310, 311, 312, 315, 316, 317, 318, 319

(See Appendix 11, pages 106-115)

According to the results, in all advertisements, expositives are used the most, exercitives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in the advertisements.

From the results, it can be assumed that hotel dining business advertisement writers of Bangkok Post newspaper use expositives more often than other performative utterances. Exercitives are also used frequently, while behabitives are used the least. Verdictives and commissives are not used at all.

However, there are two advertisements that are not related to any type of performative utterance.

Table 21 The hotel dining business advertisements on Friday, April 2008 issues of Bangkok Post newspapers which cannot be classified into any type of performative utterance.

Advertisement & Information	Type
266. Westin Grande Sukhumvit	
April: The SuperFoods breakfast menu is now available both a la carte and in the buffet. The selection includes steel cut oatmeal and banana brulee, whipped egg white omelette with broccoli and cheddar, mango banana smoothie, low fat yoghurt, muesli and herbal tea or coffee.	-
313. Amari Watergate	
April 26: Henry J. Bean's Bar & Grill is having a Summer Flirt party from 7pm-2am with live band music, dance with DJ, lucky draw and lots of fun games.	-

(See Appendix 11, pages 106, 113)

Table 22 Findings in frequency of types of performative utterances in hotel dining business advertisements in Bangkok Post newspapers from November 2007 to April 2008

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
November 2007	0	29	0	6	26
December 2007	0	31	0	7	34
January 2008	0	19	0	3	26
February 2008	0	35	0	1	30
March 2008	0	19	0	5	30
April 2008	0	21	0	5	32
Total	0	154	0	27	178

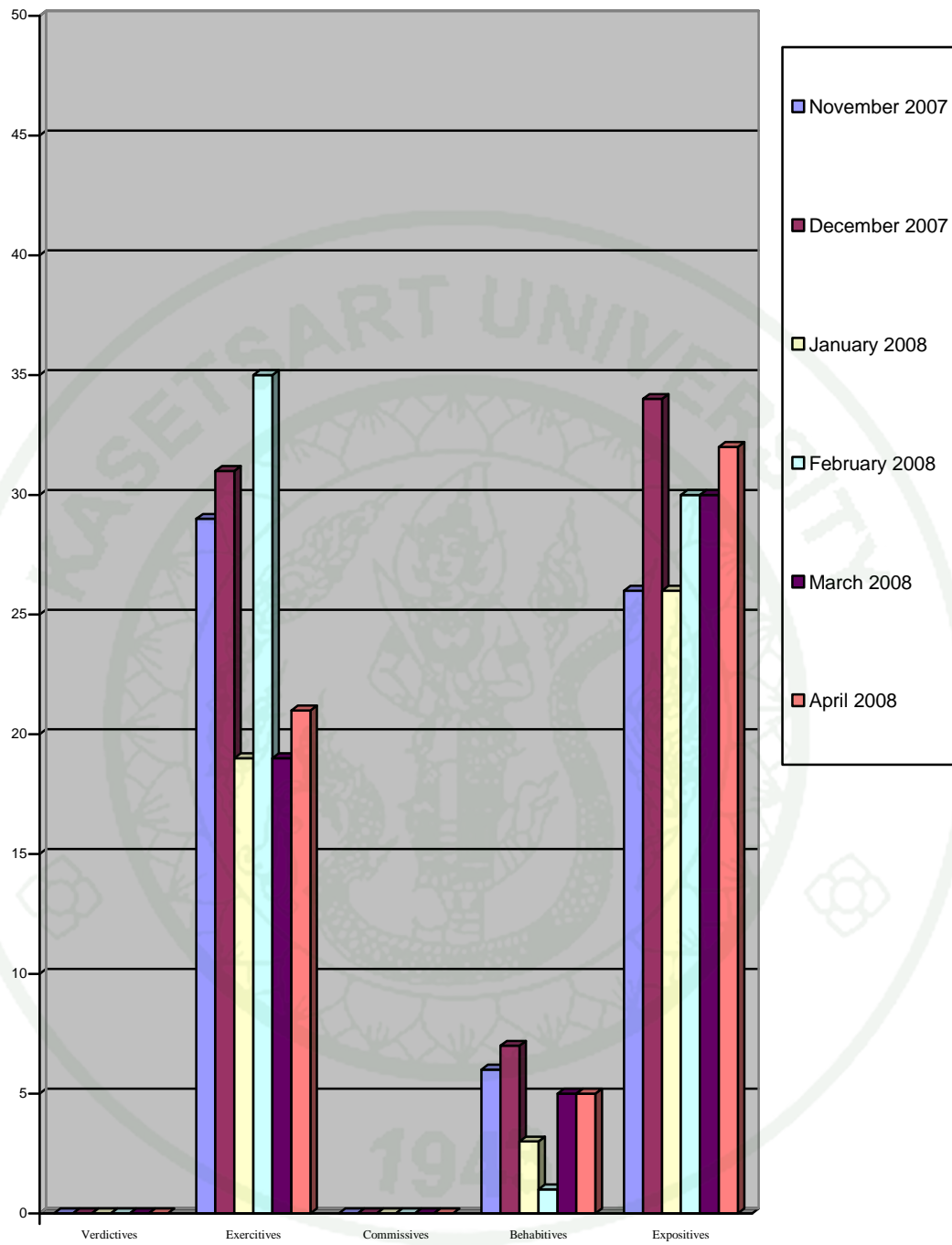


Figure 1 Frequency of types of performative utterances in hotel dining business advertisements in Bangkok Post newspapers from November 2007 to April 2008

Table 23 Findings in percentage of types of performative utterances in hotel dining business advertisements in Bangkok Post newspapers from November 2007 to April 2008

Item no.	Types of Performative Utterances	Frequency	Percentage (%)
1	Verdictives	0	0
2	Exercitives	154	42.9
3	Commissives	0	0
4	Behabitives	27	7.5
5	Expositives	178	49.6
Total	5 types	359	100.0

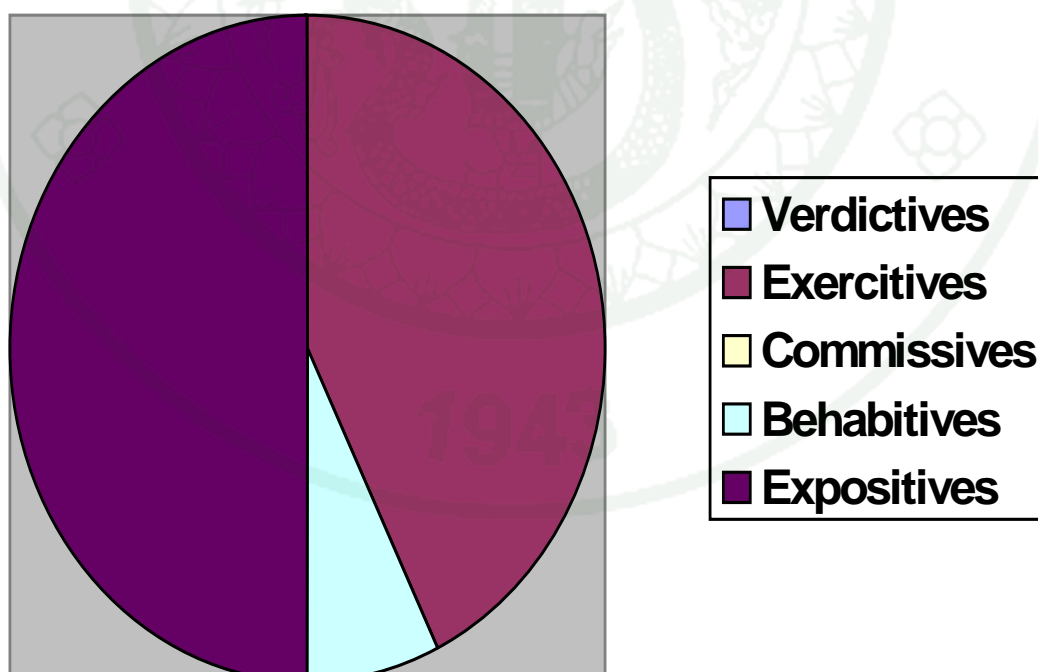
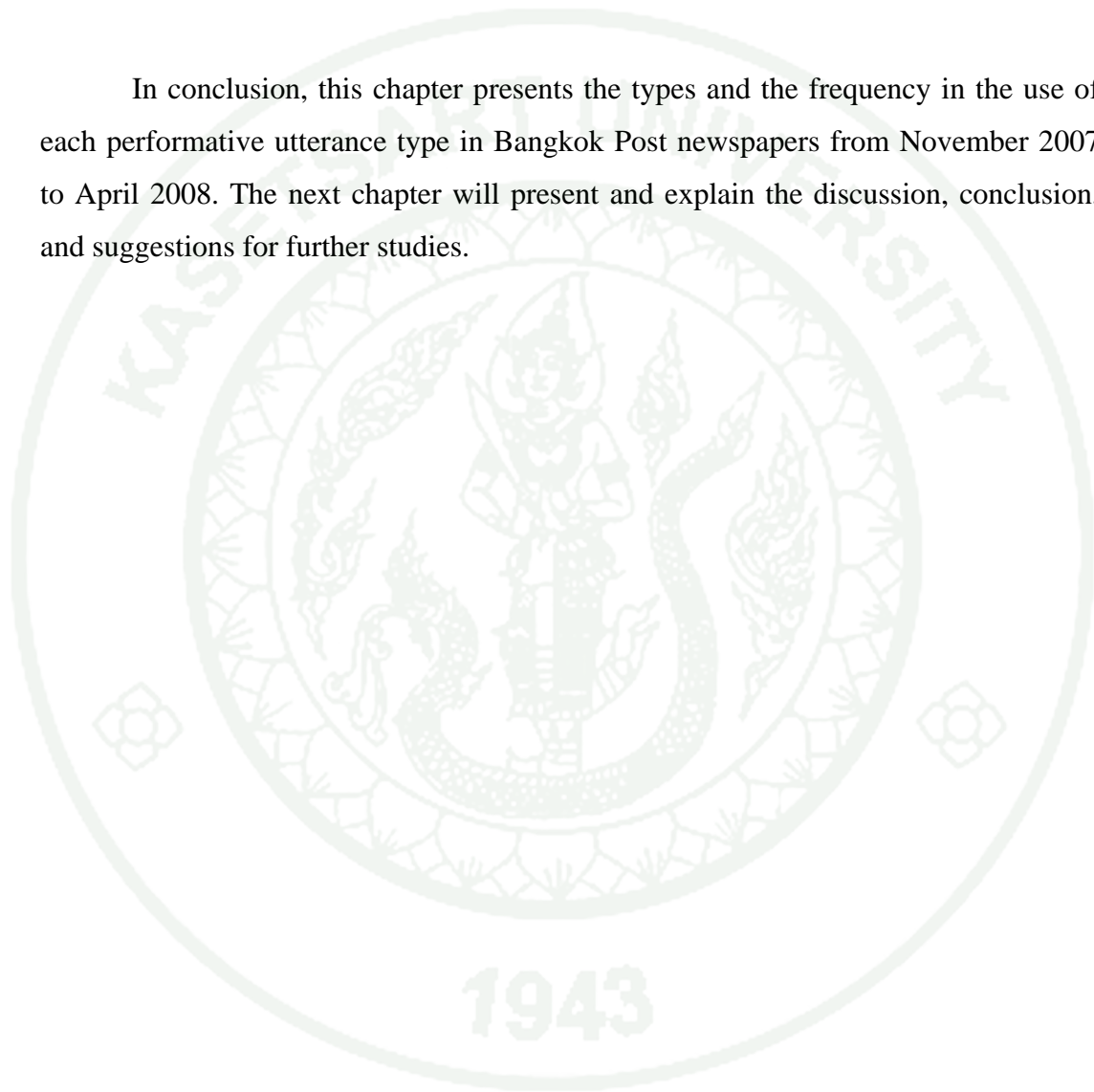


Figure 2 Percentage of types of performative utterances in hotel dining business advertisements in Bangkok Post newspapers from November 2007 to April 2008

The overall results of the frequency in the use of each performative utterance type in Bangkok Post newspapers from November 2007 to April 2008 reveal the following: expositives are used the most, exercitives are used the second, and behabitives are used the least. However, verdictives and commissives are not used in any advertisement.

In conclusion, this chapter presents the types and the frequency in the use of each performative utterance type in Bangkok Post newspapers from November 2007 to April 2008. The next chapter will present and explain the discussion, conclusion, and suggestions for further studies.



CHAPTER V

DISCUSSION OF FINDINGS, IMPLICATIONS AND RECOMMENDATIONS

There are two sections in this chapter. The first section explains the summary of the study, and the second section explains the conclusion and suggestions for further research.

Summary of the Study

The purposes of this study are to identify types of performative utterances and the frequency in the use of each performative utterance type in hotel dining business advertisements in Bangkok Post newspapers from November 2007 to April 2008.

Two Research Questions have been formulated:

1. What types of performative utterances are used in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008?
2. What is the frequency in the use of each performative utterance type in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008?

Methodology

The selected data were taken from the Hotel and Dining advertisements of the *Real Time* section of Friday issues only. The researcher randomly selected only 359 advertisements from all 1,613 advertisements by the method of Yamane (1967). The

frequency of each type of performative utterance, as described by Austin (1962) was recorded on check sheets, which were created by the researcher. Three English language experts were requested for verification. The researcher randomly selected only 93 advertisements from all 359 advertisements to be reviewed. The Item Objective Congruence (IOC) technique by Rovinelli and Hambleton (1977) was applied to this research for verification. Ideally, acceptable findings should have an IOC index of 0.5-1. Any item which had an IOC index less than 0.5, had to be reconsidered by consulting with the experts and the advisor.

Summary of the Findings and Discussions

The results of the study are as follows:

1. What types of performative utterances are used in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008?

It was found that there were three types of performative utterances used in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008: exercitives, behabitives, and expositives. However, there were two types of performative utterances which were not used in these advertisements: verdictives and commissives.

2. What is the frequency in the use of each performative utterance type in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008?

It was found that expositives were used the most frequently (49.6%), exercitives were used the second most frequently (42.9%), and behabitives were used the third most frequently (7.5%). However, there were two types of performative utterances which were not used in these advertisements: verdictives and commissives.

Therefore, it can be assumed that expositives play a significant role in writing English for hotel dining business advertisements.

Suggestions for Further Studies

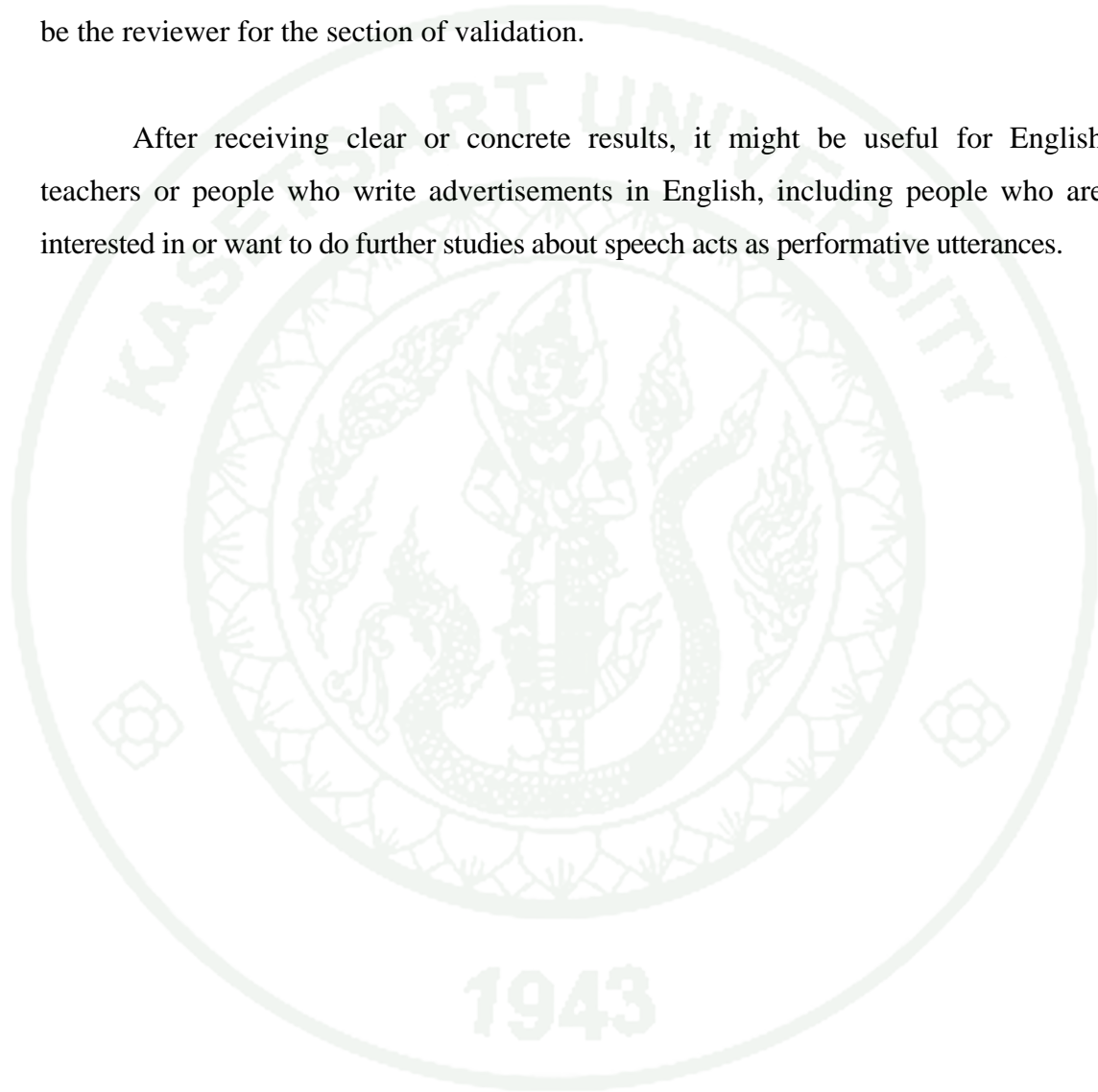
This study focuses only on studying the types of performative utterances and the frequency in the use of each type of performative utterance used in hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008. The findings from the study clearly explain types and frequency of performative utterances used in the advertisements.

From the results of validating, there is the one reviewer, the author who has worked for Bangkok Post for over 15 years, does not agree much with the findings made by the researcher. However, he said that it was his opinion only. Therefore, it is interesting that this reviewer including the other advertisement writers may not have knowledge much in speech acts as performative utterances, or they may not care in how to use types of speech acts as performative utterances before writing the advertisement. Furthermore, it may be more interesting that speech acts as performative utterances are important for writing of hotel dining business advertisements including other advertisements or not. If it is important, the expositives type is the most appropriate type for writing of hotel dining business advertisements including the other kinds of advertisement or not.

Nevertheless, with the limitation of period to do the study, the findings only cover the hotel dining business advertisements published in Bangkok Post newspapers issued from November 2007 to April 2008. It is possible that the results of this study can be different from those of future research if the study is continued with other brands of newspapers. And it may be more interesting if there is the comparison between the findings of this study and the findings of the future research made with other brands of newspapers.

Furthermore, it is recommended for further study that this study be replicated with a larger amount of data, varieties of advertisements and various sources of advertisements; i.e. advertisements from various medias, so that findings may be generalised for determining an undisputed conclusion. Moreover, it may be more useful for the future results if there will be the native speaker of English language to be the reviewer for the section of validation.

After receiving clear or concrete results, it might be useful for English teachers or people who write advertisements in English, including people who are interested in or want to do further studies about speech acts as performative utterances.



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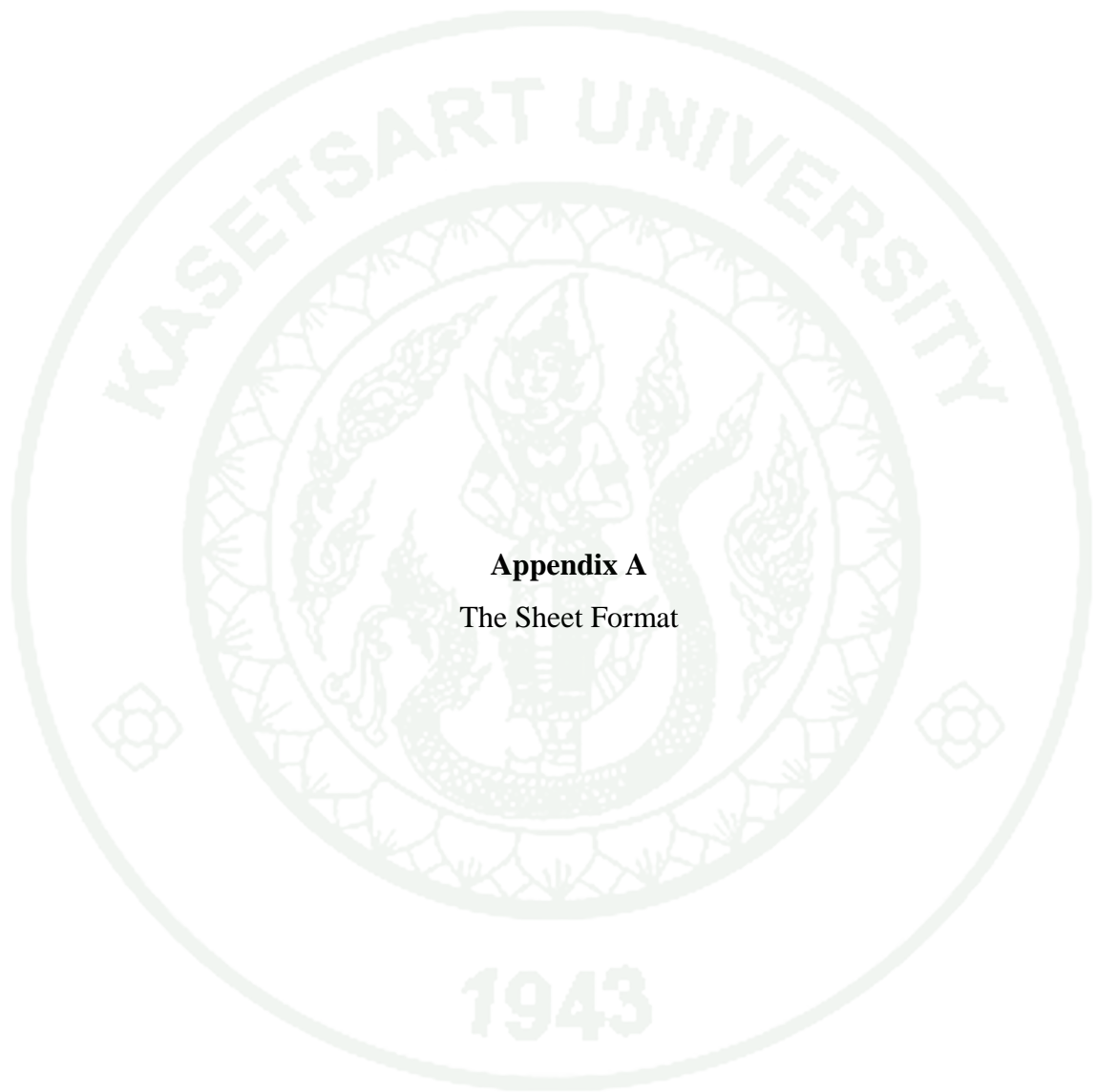
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Appendix A
The Sheet Format

Appendix Table 1 The Sheet Format of Data Collection and Analysis**Table (Number): Friday (Month) (Year)**

Advertisement & Information	Type
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Appendix Table 2 The Sheet Format of Frequency of Findings

Time/Types	Verdictives	Exercitives	Commissives	Behabitives	Expositives
November 2007					
December 2007					
January 2008					
February 2008					
March 2008					
April 2008					
Total					

Appendix Table 3 The Sheet Format of Percentage of Findings

Item no.	Types of Performative Utterances	Frequency	Percentage (%)
1	Verdictives		
2	Exercitives		
3	Commissives		
4	Behabitives		
5	Expositives		
Total			



Appendix B

The Formula of Taro Yamane

The Formula of Taro Yamane

This is the formula of Mr.Taro Yamane (1967):

$$n = \frac{N}{1 + Ne^2}$$

n = Sample Size

N = Population Size

e = Imprecision Level

Appendix Table 4 The Table of Sample Size Determination

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99

Appendix Table 4 (Continued)

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

Sample size for ±5%, ±7% and ±10% Precision Levels Where Confidence Level is 95% and P=.5.

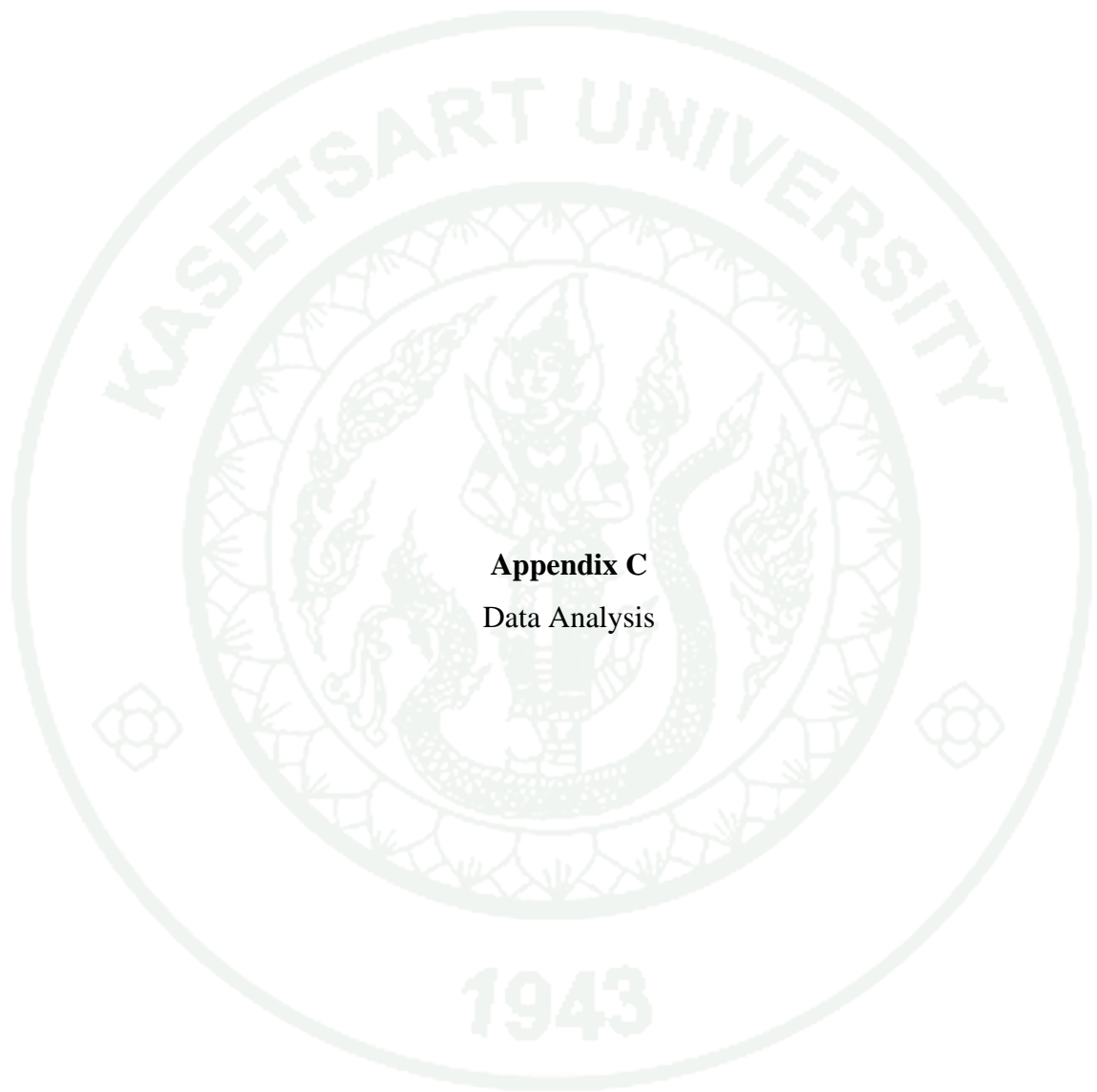
Appendix Table 5 The Other Table of Sample Size Determination

Size of Population	Sample Size (n) for Precision (e) of:		
	±5%	±7%	±10%
100	81	67	51
125	96	78	56
150	110	86	61
175	122	94	64
200	134	101	67
225	144	107	70
250	154	112	72

Appendix Table 5 (Continued)

Size of Population	Sample Size (n) for Precision (e) of:		
	±5%	±7%	±10%
275	163	117	74
300	172	121	76
325	180	125	77
350	187	129	78
375	194	132	80
400	201	135	81
425	207	138	82
450	212	140	82

Sample size for ±5%, ±7% and ±10% Precision Levels Where Confidence Level is 95% and P=.5.



Appendix C
Data Analysis

Data Analysis

Appendix Table 6 Friday November 2007

Advertisement & Information	Type
1. Landmark Bangkok	
Nov: The Atrium features a buffet lunch Mon-Sat at 750 baht, Sun brunch at 1,290 baht, buffet dinner Sun-Thur at 750 baht and Fri-Sat at 850 baht. Gold or platinum credit card holders get 40% discount on lunch and dinner.	Expositives
2. Westin Grabde Sukhumvit	
Nov: Kisso's chef Ikeda presents his Japanese-style duck and foie gras menu such as smoked duck and garden vegetable salad, grilled duck breast in soy bean paste, pan-fried duck breast and foie gras with teriyaki sauce and more. The Med features a grand Chinese seafood Sun lunch buffet at 990 baht. Dishes include braised shark's fin soup with crab meat, Sichuan wok-fried chicken, roasted duck, roast suckling pig, dim sum and more.	Exercitives
3. The Oriental	
Nov: Ciao al fresco dining offers a range of Italian dishes including pizza, salad, ice cream and more for dinner.	Exercitives
4. Evergreen Laurel	
Nov 5-23: Café Laurel presents a Caribbean promotion in its international buffet lunch with fried octopus, roasted mahi-mahi, coconut fish, ginger tamarind chicken and more at 499 baht, half price for children with a "3 pay for 2" promotion on Mon, Wed and Fri.	Exercitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
5. Grand Hyatt Erawan	
Nov 5-30: The Chinese restaurant features hairy crab specialities such as shark's fin soup with hairy crab, braised hairy crab with tao miew, fried rice with hairy crab, E-fu noodles with hairy crab and more.	Expositives
6. Amari Watergate	
Nov 9-18: The Promenade features Surf & Turf Special promotion. Enjoy special dishes created from a selection of meat and seafood. An international buffet lunch is available Mon-Fri.	Expositives Exercitives
7. Chaoprahya Park	
Nov: Garden Court features New Zealand mussels cooked in different styles including braised in oyster sauce, wok-fried with XO sauce, stir-fried with Sichuan sauce or with black pepper sauce and steamed in soya sauce.	Expositives
8. Novotel Bangna	
Nov 9-18: The Square presents a special North African food promotion in international buffet at 550 baht for lunch, 650 baht for dinner, 800 baht for Fri night plus BBQ, and 850 baht for Sun brunch.	Exercitives
9. Royal City	
Nov: The Beer Terrace offers BBQ 2 in 1 at 395 baht. Enjoy 1 menu prepared in 2 styles while listening to live country music daily from 6pm-1am.	Exercitives
10. Sheraton Pattaya	
Nov: Enjoy mojitos from the exclusive Latitude Lounge every Mon along with soft music and light cuisine at 375 baht. Happy hours are from 5-7pm.	Exercitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
11. Imperial Queen's Park	
Nov: Uncle Ho features a buffet spread of authentic Vietnamese delicacies every Sat at 550 baht with a "4 pay for 3" promotion.	Expositives
12. Royal Benja	
Nov: Benjamas restaurant features a spaghetti promotion in its international buffet dinner from 6-10pm.	Expositives
13. Dusit Thani	
Until Nov 18: il cielo introduces daily seafood specials for dinner such as black mussels with roquet and red snapper relish, black ink seafood ravioli with lobster bisque and more.	Exercitives
14. Sofitel Silom Bangkok	
Nov: V9 highlights dishes prepared with foie gras such as pan-fried foie gras with fig marmalade and strawberry wine syrup, grilled salmon with foie gras and more.	Expositives
15. The Sukhothai	
Nov: Celadon introduces a new Thai menu highlighting fresh seafood including black garoupa, Phuket lobster, river prawns and more.	Exercitives Expositives
16. InterContinental Bangkok	
Until Nov 20: Summer Palace features the "Chef of China" promotion with chef Jacky from Shanghai who will prepare a variety of favourite dishes including the famous Lion's Heads meatballs.	Expositives
17. Baiyoke Sky	
Nov: Special dishes of the month are fried river prawn with Chinese red wine (350 baht) at Stella Palace, and Greek salad (120 baht) at Sky coffee shop.	Behabitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
18. Chaophya Park	
Nov: Mori Grill features the Japanese hata hata in soya sauce in the buffet line, priced at 489 baht for lunch and 539 baht for dinner.	Expositives
19. Miracle Grand Convention	
Nov: Prem-Prachakorn features an international buffet lunch with a Tex-Mex food corner 329 baht for lunch and 379 baht for dinner.	Expositives
20. Montien Riverside	
Nov: Sai-Chol highlights favourite Vietnamese dishes such as sautéed chicken breast with lemongrass and chilli, roast pork chop with garlic and onion sauce.	Expositives
21. Grand Pacific Sovereign, Cha-Am	
Nov: Fu Lue restaurant offers a 40% discount on dim sum menu at lunchtime and 20% discount on a la carte Cantonese menu for lunch and dinner.	Exercitives
22. Dream	
Nov 16: Laurent Hounsavi, an international salsa artist from France, will perform his first show in Bangkok at Flava Restaurant & Bar starting from 9pm. Entrance fee is 350 baht including 1 drink.	Behabitives
23. Landmark Bangkok	
Nov 22: RR&B features a special Thanksgiving dinner menu. Huntsman Pub offers a Thanksgiving set menu at 720 baht, turkey sandwich at 299 baht (199 baht for half a portion). The Atrium presents a Thanksgiving-style lunch and dinner buffet.	Expositives Exercitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
24. Westin Grande Sukhumvit	
Nov: Kisso's chef Ikeda presents his Japanese-style duck and foie gras menu such as smoked duck and garden vegetable salad, grilled duck breast in soy bean paste, pan-fried duck breast and foie gras with teriyaki sauce and more.	Exercitives
25. Montien	
Nov: Jade Garden's special dish is the classic fish maw stuffed with shrimp and special XO sauce.	Behabitives
26. Banyan Tree Bangkok	
Nov: Bai Yun offers an all-you-can-eat dim sum lunch at 750 baht on weekdays and 800 baht on weekends. A la carte menus are also available.	Exercitives
27. Arnoma	
Nov: Good Earth features a clay pot promotion with dishes such as braised shark's fin, baked chicken with Chinese dried flowers, deep-fried sand goby fish and bean curd in clay pot and more.	Expositives
28. Pathumwan Princess	
Nov: Loop Italian Restaurant Terrace & Bar presents the "Tastes of Veneto's Cuisine" promotion. Enjoy traditional cuisine from Veneto paired with fine wines from Gini and Allegrini wineries.	Exercitives
29. Century Park	
Nov 22: Café at the Park features traditional Thanksgiving food such as roast turkey, pumpkin pie, oxtail soup and more in international buffet or a la carte menu.	Expositives

Appendix Table 6 (Continued)

Advertisement & Information	Type
30. Chaophya Park	
Nov: Garden Court features New Zealand mussels cooked in different styles including braised in oyster sauce, wok-fried with XO sauce, stir-fried with black pepper sauce and more.	Expositives
31. Amari Don Muang Airport	
Nov: Zeppelin restaurant features an Australian steak promotion with dishes such as sirloin steak with forest mushrooms, grilled beef tenderloin with red wine and morel sauce and more.	Expositives
32. Royal Princess Srinakarin	
Nov 23: Square One features a traditional Thanksgiving buffet with roast turkey with all the trimmings, pumpkin pie and more at 460 baht, 230 baht for children.	Expositives
33. Dusit Resort Pattaya	
Nov 22: Cascade restaurant celebrates Thanksgiving with an international dinner buffet centred around the traditional roast turkey plus a selection of appetisers, salads, freshly baked bread, cheeses, pastas, international dishes, and desserts at 676 baht, half price for children.	Exercitives
34. Sheraton Pattaya	
Nov: Executive chef Matthew Woolford introduces his special Asian tapas with items such as grilled wagyu beef strips with cashew nut satay, scallop and nashi pear tempura and slow cooked salmon with cabbage kimchi and more, available Mon-Sat from 6-10:30pm at Latitude Lounge.	Exercitives Behabitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
35. Imperial Queen's Park	
Nov 24: Park View features a Thai and international buffet dinner at 950 baht and also witness the krathong and the Little Lady Noppamas contest.	Expositives
36. Banyan Tree Bangkok	
Nov 24: Celebrate Loy Krathong with a dining cruise on Apsara I. Board Apsara I at River City pier and enjoy the cruise along Chao Phraya River with a buffet dinner. Stop at Taksin bridge for krathong floating and watch the fireworks at 4,999/2,999 baht net.	Exercitives
37. The Sukhothai	
Nov 24: Loy Krathong festivities will be celebrated in Celadon featuring a special set menu and Thai classical dance performance from 6:30am-10:30pm at 2,300 baht.	Exercitives Expositives
38. Novotel Bangna	
Nov 24: The Square features a Loy Krathong international buffet dinner amid traditional Thai decoration at 699/359 baht plus a complimentary krathong for dining guests.	Expositives
39. Millennium Riverside	
Nov 24: Celebrate Loy Krathong at Sala Rimnam featuring a lavish BBQ seafood and international buffet with musical entertainment from the Oh-Lumduan band and Sobchai Kraiyonsen, Thai classical dance shows, lucky draws, krathong floating and the firework finale. Tickets cost 2,800/1,800 baht net.	Exercitives Expositives

Appendix Table 6 (Continued)

Advertisement & Information	Type
40. Anantara Resort Hua Hin	
Nov 24: Celebrate Loy Krathong at Anantara Garden with the traditional royal Thai cuisine from live cooking stations, be serenaded by Thai music and dancers and the finale krathong floating. Tickets cost 1,990 baht.	Exercitives
41. Hyatt Regency Hua Hin	
Nov: Celebrate Loy Krathong at Talay Thai restaurant with a special set dinner, Miss Noppamas contest and traditional Thai dances from 7pm onwards – 1,599 baht, 699 baht for children.	Exercitives
42. Sheraton Pattaya	
Nov 24: Celebrate Loy Krathong under the stars at Elements restaurant with a lavish royal Thai barbeque buffet plus a lantern dance show and a Nang Noppamas beauty contest. Guests will receive a krathong. Tickets cost 2,000 baht net.	Exercitives
43. JW Marriott Bangkok	
Dec 5: Celebrate Thai Father's Day at Marriott Café with a grand buffet at 1,400 baht for lunch and 1,800 baht for dinner; at White Elephant with a Thai buffet at 590 baht for lunch and 990 baht for dinner; at Man Ho with 4 Chinese set menus with prices starting from 9,000 baht/table; at Nami teppanyaki steak-house with chef Aki's special set menu at 1,600 baht for lunch and dinner. A la carte menu is also available.	Exercitives Behabitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
44. Windsor Suites Bangkok	
Dec 5: Celebrates Father's Day at Windsor Suites Café with an international buffet and seafood barbecue at 399 baht for lunch and 499 baht for dinner; at Youzen with a Japanese buffet at 429 baht for lunch and 529 baht for dinner; and at the Garden Palace with dim sum buffet at 399 baht for lunch and 499 baht for dinner, plus set menu with prices starting from 6,000 baht. Fathers will receive a jasmine garland, a heart-shaped chocolate and a family group photo as souvenirs.	Exercitives
45. Royal Orchid Sheraton	
Dec: Thara Thong features chef Charoensri Vatanayut's latest creations such as stir-fried beef sirloin with mussaman curry, fried marinated minced pork wrapped with egg noodles and more. In the evening, enjoy performance of classical Thai music.	Expositives Exercitives
46. Plaza Athenee Bangkok	
Dec: Glaz Bar features a festive tapas set served with 2 glasses of shiraz at 650 baht for 2 persons plus a teddy bear as souvenir.	Expositives
47. Pathumwan Princess	
Dec: Loop Italian Restaurant & Bar presents the "Tastes of Veneto's Cuisine" promotion. Enjoy traditional cuisine from Veneto paired with fine wines from Gini and Allegrini wineries.	Exercitives
48. Indra Regent	
Dec: Ming Court offers dim sum at lunch and special Peking duck including clear duck soup and stir-fried minced duck with lettuce. The 5-course set menu is also available for lunch and dinner as well as dim sum lunch.	Exercitives

Appendix Table 6 (Continued)

Advertisement & Information	Type
49. Chaophya Park Dec: Garden Court features Australian lobster prepared in different styles for lunch and dinner.	Expositives
50. Rama Gardens Dec 5: Celebrate Father's Day at Greenery Café with an international buffet lunch and dinner which includes a Thai rice noodles corner; and a Suiren with Japanese Sizzlers selections. Fathers diner free when accompanied by 2 paying adults.	Exercitives
51. Royal City Dec 5: Celebrate Father's Day at Garden Café with an international buffet lunch with special noodles and Mongolian food corners for 330 baht. Dads dine free when accompanied by 4 paying adults.	Exercitives
52. Sheraton Hua Hin Dec: InAzia pan-Asian restaurant serves authentic Thai, Japanese, Vietnamese, Chinese, Malaysian and Indian gourmet food. The gourmet meal is accompanied by premium wines from the adjacent 10 Degree Wine Cellar.	Behabitives

Appendix Table 7 Friday December 2007

Advertisement & Information	Type
<p>53. Landmark Bangkok</p> <p>Dec: Rib Room & Bar features a special Surf & Turf menu with classic dishes such as fresh Maine lobster served with prime chilled US beef and more.</p>	Expositives
<p>54. Dusit Thani</p> <p>Dec: Benjarong Thai restaurant features tender New Zealand lamb chops in a variety of styles such as stir-fried with Thai herbs, chilli and basil leaves; thick spicy green curry served with flour sheet; grilled and topped with fresh peppercorn and lemongrass sauce and more.</p>	Expositives
<p>55. Sofitel Silom Bangkok</p> <p>Dec: Shanghai 38 features a special shark's fin in clay pot promotion. An all-you-can-eat dim sum lunch is priced at 538 baht (Mon-Fri) and 638 baht with suckling pig on Sat and Peking duck on Sun.</p>	Expositives
<p>56. The Sukhothai</p> <p>Until Dec 9: Celadon's executive Thai sous chef Vira Sanguanwong has created a special royal Thai set menu at 1,800 baht inclusive of coffee or tea, available for lunch and dinner.</p>	Behabitives
<p>57. Pathumwan Princess</p> <p>Dec 13: It's a special Italian wine dinner at Loop restaurant featuring delicacies from Tuscany, Umbria and Sicily paired with fine wines from Cantine Terlano, Tua Rita, Le Macchiole, Sportoletti and Donna Fugata at 2,200 baht.</p>	Behabitives Expositives
<p>58. Century Park</p> <p>Dec: Café at the Park offers a daily seafood buffet dinner at 789 baht, 499 baht for children, with a "4 pay for 3" promotion.</p>	Exercitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
<p>59. Pullman Bangkok King Power</p> <p>Until Dec 15: Cuisine Unplugged restaurant features an international buffet such as dim sum, seafood, pastries and more at 520 baht net for lunch and 800 baht for dinner. Buy one dinner and get the second one at 200 baht net.</p>	Expositives
<p>60. Rama Gardens</p> <p>Dec: Zhang Chinese restaurant features a festive barbecue menu with crispy barbecued duck, lute duck, roast suckling pig Hong Kong style and more.</p>	Expositives
<p>61. Montien Riverside</p> <p>Dec: The Emperor's special dishes are wok-fried Hong Kong kale with yellow bean sauce, and wok-fried Chinese vegetables with crab meat and salted egg.</p>	Behabitives
<p>62. Grand Pacific Sovereign, Cha-Am</p> <p>Dec: Fu Lue restaurant offers a 40% discount on dim sum at lunchtime and a 20% discount on a la carte Cantonese menu for lunch and dinner.</p>	Exercitives
<p>63. Ambassador</p> <p>Until Feb: Am Café features an international buffet lunch with Western and Asian food at 399 baht with a “5 pay for 4” every Mon.</p>	Expositives
<p>64. Rembrandt</p> <p>Dec: Red Pepper features tiger king prawn dishes such as stir-fried spaghetti with roast chilli paste and tiger king prawn, spicy papaya salad with tiger king prawns and more.</p>	Expositives
<p>65. Holiday Inn Silom</p> <p>Dec: Tandoor features an Indian spicy Sun brunch with a variety of North Indian specialities accompanied by live Indian music at 450 baht.</p>	Expositives

Appendix Table 7 (Continued)

Advertisement & Information	Type
<p>66. Sofitel Silom Bangkok</p> <p>Dec: Mistral highlights cuisine from the Northern Alps with dishes such as raclette cheese with baby potato and pickle onion, sliced veal in white mushroom cream and potato, roasted herbs chicken in wine vinegar and pan-seared trout fillet with cream crayfish sauce.</p>	Expositives
<p>67. The Sukhothai</p> <p>Dec: The Colonnade features a grand Sun brunch with a wide range of food including pan-fried foie gras, seafood, sushi, sashimi, live cooking stations and more at 1,850 baht.</p>	Expositives
<p>68. Pathumwan Princess</p> <p>Dec: Loop Italian Restaurant Terrace & Bar presents the “Taste of Veneto Cuisine” promotion. Enjoy traditional cuisine from Veneto paired with fine wines from Gini and Allegrini wineries.</p>	Exercitives
<p>69. Century Park</p> <p>Until Dec 19: Café at the Park offers carved meats in the international buffet dinner. Specialities include roasted turkey, roasted leg of lamb, roasted strip loin and more. The price is 639 baht plus a “4 pay for 3” promotion.</p>	Exercitives
<p>70. Pullman Bangkok King Power</p> <p>Until Dec 15: Cuisine Unplugged restaurant features an international buffet with dim sum, seafood, pastries and more at 520 baht net for lunch and 800 baht net for dinner. Buy one dinner and get the second at 200 baht net.</p>	Expositives

Appendix Table 7 (Continued)

Advertisement & Information	Type
<p>71. Miracle Grand Convention</p> <p>Dec: China Moon restaurant features a special healthy menu with dishes such as Double boiled Chinese ginseng black bone chicken, double-boiled sea cucumber with Chinese herbs and more.</p>	Expositives
<p>72. Montien Riverside</p> <p>Dec: The Emperor's special dishes are wok-fried Hong Kong kale with yellow bean sauce, and wok-fried Chinese vegetables with crab meat and salty egg.</p>	Behabitives
<p>73. Anantara Resort Koh Samui</p> <p>Dec 16 onwards: High Tide restaurant features rock oysters imported South Australian's Coffin Bay. Enjoy fresh and half-shell oyster prepared in 6 different styles-Full-Moon Inspired, Oishi Style, New Age Rockefeller, Natural Flavour, Down Under Kilpatrick and Asian Twisted. Prices start from 499 baht.</p>	Expositives Exercitives
<p>74. Jomtien Palm Beach</p> <p>Dec: Sunset Lobby Bar features a pasta and pizza promotion. Signature dishes include fettuccini with smoked salmon, grilled chicken pizza, Italian salami pizza and more.</p>	Expositives
<p>75. Dream</p> <p>Dec 24: Flava and Flava Lite offer a 5-course set dinner at 1,800 baht.</p> <p>Dec 25-26: Flava Lite presents a 4-course set menu for lunch or dinner at 1,200 baht.</p>	Exercitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
76. Landmark Bangkok	
Dec 24-25: RR&B features a festive set dinner at 4,900 baht. Atrium offers a Christmas Eve buffet at 1,290 baht for lunch and 1,900 baht for dinner, and a Christmas Day buffet at 1,290 baht. Huntsman Pub features a fun party with live entertainment from Sweet Inspirations at 990 baht (800 baht cover charge with 2 drinks), and a Christmas Day roast at 990 baht.	Expositives Exercitives
77. Sheraton Grande Sukhumvit	
Dec 24-25: Rossini's features a festive buffet. Basil serves up Thai favourites. Orchid Café offers delicious dining for family and friends. There'll also be carol singers and a visit from Santa.	Expositives Exercitives
78. The Oriental	
Dec 24: Riverside Terrace features a festive gala buffet dinner with music from the Hot Chili band and a visit from Santa at 4,800/3,600 baht net. Lord Jim's offers a 5-course set dinner at 4,600 baht net. Le Normandie serves a gourmet set dinner at 9,200 baht net.	Expositives Exercitives
Dec 25: Le Normandie features a festive 4-course set lunch at 2,900 baht net. Lord Jim's serves a festive buffet lunch at 2,800/1,700 baht net.	

Appendix Table 7 (Continued)

Advertisement & Information	Type
79. Banyan Tree Bangkok	
Dec 24-25: Vertigo features a festive 5-course set dinner at 4,999 baht. Bai Yun offer a Cantonese Christmas dinner at 1,000 baht. Pier59 presents a 5-course set dinner at 5,499 baht or 7,499 baht including paired wines. Taihei serves a special king crab based menu at 2,499 baht. Saffron features a royal Thai cuisine set dinner at 2,750 baht. Latitude Lounge & Bar offers a Champagne sun set from 5pm at 2,900 for half bottle of Laurent Perrier and 4,800 baht for a full bottle. Rom Sai features a festive buffet with carol singers at 2,200/750 baht. Apsara offers a sunset cruise at 745 baht (3,499/1,499 with dinner buffet).	Expositives Exercitives
80. Nai Lert Park Bangkok	
Dec 24: Iso offers a festive buffet dinner at 1,500/750 baht. Ma Maison presents a 6-course French deluxe set menu at 2,500 baht. Genji offers Japanese set menus or a la carte for lunch and dinner. Noble House offers an all-you-can-eat dim sum lunch at 550 baht.	Exercitives
Dec 25: Iso and Ma Maison presents a festive brunch at 1,500/750 baht. The chorus band will entertain all with Christmas carols at the lobby.	
81. Grand Hyatt Erawan	
Dec 24: The Dining Room has a lunch buffet at 750/399 baht and a festive dinner buffet with carol singers at 3,299/1,499 baht. Spasso offers an antipasto lunch at 699 baht and a festive Italian set dinner at 1,500 baht (1,000 net cover charge to join the Christmas Bling party. The Chinese serves festive set dinner at 1,888 and 3,500 baht. Erawan Tea Room offers an all-you-can-eat Thai dinner at 890 baht.	Exercitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
82. Amari Atrium	
Dec 24-25: Cascade offers a festive buffet dinner at 1,200/500 baht net on Christmas Eve, and 999/400 baht net on Christmas Day. Vivaldi features a festive a la carte menu. There'll be carol singers and a visit from Santa with gifts.	Exercitives Expositives
83. Indra Regent	
Dec 24: Ming Court offers a festive set dinner at 1,990/950 baht. Botanica offers a festive buffet dinner at 1,990/950 baht. Dinner is accompanied by music from the violin and piano duo, carol singers plus a visit from Santa.	Exercitives
84. Siam@Siam	
Dec 24-25: Party House One offers a Christmas Eve set menu at 900 baht, and a Christmas Day buffet at 750 baht.	Exercitives
85. Swissotel Le Concorde	
Dec 24: Fountain Café features a festive buffet dinner at 999/499 baht. Loong Foong offers an unlimited buffet a la carte at 620 baht. Takumi presents Japanese buffet a la carte style at 580 baht. There'll be carol singing and Santa's visits with gifts for kids.	Expositives Exercitives
86. Novotel Bangna	
Dec 24: The Square features a festive Christmas Eve international buffet dinner at 1,099/599 baht and a Christmas Day buffet lunch at 799/399 baht.	Expositives
87. Royal City	
Dec 24: Krua Khun Chai offers a special Christmas Eve turkey set dinner at 550/280 baht.	Exercitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
88. Dusit Resort Hua Hin	
Dec 24: Rim Talay offers a Christmas Eve set dinner at 3,200 baht. The Restaurant features a traditional Christmas carvery buffet dinner at 1,200 baht.	Exercitives
Dec 25: The Restaurant presents a festive buffet lunch of international food and traditional Christmas fare at 600 baht. Rim Talay offers a beach BBQ buffet dinner at 990 baht.	Expositives
89. Mandarin Oriental Dhara Dhevi Chiang Mai	
Dec 24: Farang Ses offers a festive dinner menu at 5,800 baht. Akaligo has a gala buffet dinner at 5,000 baht. Farang Ses presents a candle-light dinner at 2,800 baht.	Exercitives
Dec 25: Enjoy Akaligo's jazz brunch buffet at 1,600 baht; and a candle-light dinner menu at Farang Ses for 5,800 baht.	
90. Sheraton Pattaya	
Dec 24-25: Elements features a festive New Year's Eve dinner buffet at 2,400 baht net. Infiniti presents a festive inspired Mediterranean cuisine at 2,999 baht net, and a New Year's Day interactive brunch with entertainment and Santa's visit at 2,500 baht net.	Expositives Exercitives
91. Grand Millennium Sukhumvit	
Dec 31: inBlu jazz lounge features a glass of champagne with music from a live band at 380 baht. Atelier, MIT and Tapas Y Vino restaurants will combine to give a grand international dinner buffet at 2,800 baht. Terra Roku offers a festive 6-course set menu at 2,900 baht.	Expositives Exercitives
Jan 1: Atelier and MIT feature a festive lunch buffet at 1,500 baht.	

Appendix Table 7 (Continued)

Advertisement & Information	Type
92. Majestic Grande	
Dec 28-31, Jan 1: Sacz Italian Cuisine & Bar features festive set dinner, special cocktails, and live performance from the Manila Vanilla band.	Expositives
93. Windsor Suites Bangkok	
Dec 31: It's the Amazing Thai Night New Year's Eve party in the Petch-Pailin Grand Ballroom with a grand gala buffet, Thai dances, magic, acrobatic and cabaret shows, plus live music and many lucky draw prizes at 2,000 baht. Windsor Suites Café features a gala buffet dinner at 699/359 baht.	Behabitives Expositives
94. Royal Orchid Sheraton	
Dec 31: Aqua Sala & Bar, etc... on the river, and Thailand Tonight will combine to feature a gala buffet dinner with a range of live performances on a floating stage including international bands and DJs, and a countdown with fireworks at 9,999 net. Giorgio's offers an Italian buffet dinner with live entertainment at 9,999 baht net (7,900 baht net for indoor dining). Thara Thong presents a special set dinner and riverside entertainment on the terrace at 7,900 baht net (5,900 baht net for indoor dining). The Lobby Lounge features music from the White Mouse Trio band at 1,000 baht net including one drink. Children from 5 to 12 years old dine for half price.	Expositives Exercitives
95. Chateau de Bangkok	
Dec 31, Jan 1: Paparazzi presents a New Year's Eve buffet dinner with live piano music and lucky draw prizes at 999/590 baht; and a New Year's Day brunch at 450/225 baht.	Exercitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
96. The Sukhothai	
Dec 31-Jan 1: Colonnade offers a New Year's Eve dinner feast with pre-cocktail in the courtyard and special entertainment at 4,200 baht; and a New Year's Day brunch at 3,000 baht. La Scala offers a 5-course New Year's Eve Italian set dinner at 4,000 baht. Lobby Salon serves a festive chocolate buffet at 850 baht from 2-6pm. After dinner, join the New Year's Eve countdown at Zuk Bar from 11:45pm onwards.	Exercitives
97. InterContinental Bangkok	
Dec 31: Fireplace Grill offers a 6-course set dinner at 3,999 baht. Espresso features a grand seafood buffet at 3,400 baht. Join the countdown at the Balcony Lounge with music from the Power Jam band at 500 baht with one drink.	Exercitives Expositives
98. Baiyoke Sky	
Dec 31: Bangkok Sky and Crystall Grill offer a festive international and seafood buffet dinner at 1,700 baht net. Stella Palace features a special Chinese and international buffet dinner at 1,700 baht. Roof Top Bar & Music has the drink and snack menu at 1,500 baht net. There'll be fun activities, entertainment with live band, shows and many lucky draw prizes till countdown with spectacular fireworks at midnight.	Exercitives Expositives Behabitives
99. Asia	
Dec 31: Rio Grill presents a festive Brazilian buffet dinner at 950/470 baht.	Exercitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
100. Swissotel Le Concorde	
Dec 31: Fountain Café features a special international buffet at 1,299/650 baht. Loong Foong offers a Chinese buffet a la carte at 620 baht. Takumi presents a festive Japanese buffet a la carte at 580 baht. After dinner, join the lobby party and dance the night away with music from live bands plus special shows and many lucky draw prizes until countdown.	Expositives
Jan 1: Fountain Café offers an international brunch buffet at 599/299 baht. Loong Foong offers a Chinese buffet a la carte at 620 baht. Takumi features a Japanese buffet a la carte at 580 baht.	Exercitives
101. Novotel Bangna	
Dec 31: The Square presents a grand gala buffet dinner featuring Asian and international food at 1,499/699 baht.	Exercitives Expositives
102. Royal City	
Dec 31: Krua Khun Chai offers a festive Thai set dinner at 430/220 baht. Chiew Tien Lao features 2 special set menus at 8,888 and 9,888 baht/table for lunch and dinner.	Exercitives Expositives
103. Cape Racha, Si Racha	
Jan 1: Le Marin features a festive Mediterranean food buffet dinner at 550 baht.	Expositives
104. Hua Hin Marriott	
Dec 31: It's a New Year's Eve party in the Mandara Garden with a grand international buffet, live music, dazzling shows and more at 6,400 baht.	Behabitives

Appendix Table 7 (Continued)

Advertisement & Information	Type
105. Hyatt Regency Hua Hin	
Dec 31: Start the evening with cocktails at McFarland House, followed by a grand gala international buffet and be entertained by a variety of performances, including a dragon dance, an Arabian dance, a Bollywood dance and the Eighth Wonder of the World show as well as music from DJ Spin and the Hot to Trot band. Tickets cost 7,960/3,960 baht.	Exercitives

Appendix Table 8 Friday January 2008

Advertisement & Information	Type
106. JW Marriott Bangkok	
Jan 18-Mar 31: Chef Aki, Tsu & Nami's head chef, presents his seafood from the cold water of Hokkaido, prepared as sashimi, grilled, steamed or teppanyaki style served with traditional sauces. Hokkaido seafood includes king crab, Hanasaki and hairy crab, surf clam, scallop and tsubu clam, kinki, shishamo smelt and Atka mackerel.	Exercitives
107. Windsor Suites Bangkok	
Jan: Windsor Suites Café features an Australian food promotion with BBQ sirloin steak with confit garlic butter as the main highlight.	Expositives
108. Shangri-La	
Jan: Shang Palace features special hot pot dishes created by chef Mo Kam Kwong such as baked duck with taro, baked rice with mixed Chinese preserved sausage, braised beef with BBQ sauce and more, available for lunch and dinner.	Expositives

Appendix Table 8 (Continued)

Advertisement & Information	Type
109. Nai Lert Park Bangkok	
Jan 4-31: Genji presents a new menu featuring dishes prepared from shellfish and king crab from Hokkaido such as taraba kani shioyaki, kani shabu, hamaguri saje irini, kuruma ebi sanshou and more.	Exercitives Expositives
110. Pathumwan Princess	
Jan: Studio Bar celebrates the Latin American way of life the Peruvian way with Peruvian Pisco-based cocktails along with tasty Peruvian tapas, available daily from 11 am-1 am.	Exercitives
111. Grand China Princess	
Jan: Siang Ping Loh's special menu is braised pork leg served with Chinese bun, available for lunch and dinner.	Behabitives
112. Grand Mercure Fortune	
Jan: Nan Yuan features a new Chinese family set menus with prices starting from 600 baht/person for a minimum of 4 people. Every party will receive complimentary fruit juices or a bottle of house wine.	Expositives
113. Dusit Princess Srinakarin	
Jan: Square One introduces new themed buffet nightly- Italian on Mon, Asian on Tue, French on Wed, Mediterranean on Thur, seafood on Fri, international on Sat and Thai on Sun.	Exercitives
114. Anantara Resort Koh Samui	
Jan: High Tide restaurant features the Sawasdee rock lobster promotion. Priced at 580 baht for a set of 1 starter and 1 main course.	Expositives

Appendix Table 8 (Continued)

Advertisement & Information	Type
115. Ambassador	
Jan: Am Café features an international buffet including salad bar and Italian cooking stations at 399 baht, plus a “5 pay for 4” promotion every Mon.	Expositives
116. Landmark Bangkok	
Jan: The Greenhouse features 3 business set menus- congee, Chinese dough and dim sum; egg noodles and dim sum; and baked rice and dim sum, priced at 199 baht/set.	Expositives
117. Dusit Thani	
Jan 16: Hamilton’s Steak House presents a South African winemaker’s dinner featuring a 5-course set dinner paired with fine wines from Hildenbrand estate, South Africa, for 2,008 baht. Reni Hildrenbrand, owner of Hildrenbrand estate, will introduce her wines for the evening.	Exercitives Expositives
118. Banyan Tree Bangkok	
Jan: Bai Yun introduces the sizzling hot Cantonese delicacies such as crisp fried Andaman prawn in chilli oyster sauce, barbecued Peking duck and suckling pig. Dim sum is also available.	Exercitives
119. The Sukhothai	
Jan: The Colonnade features a grand Sun brunch with a wide range of food including pan-fried foie gras, seafood, sushi, sashimi, live cooking stations and more at 1,850 baht.	Expositives
120. Amari Watergate	
Jan 11-20: Heichinrou’s executive chef Man Wai Yin presents the Phuket lobster promotion with dishes such as steamed Phuket lobster in soya sauce or in black bean sauce, and wok-fried Phuket lobster with XO sauce or with butter sauce.	Exercitives

Appendix Table 8 (Continued)

Advertisement & Information	Type
121. Grand Ayudhya Jan: Buatong features favourite Thai dishes in the lunch buffet at 375 baht with a “4 pay for only 3” promotion.	Expositives
122. Sofitel Centara Grand Bangkok Until Jan 19: Don Giovanni presents special foie gras dishes such as Alaskan king scallop and duck liver salad, roast foie gras with green asparagus and truffle and more.	Exercitives
123. Amari Orchid Resort & Tower , Pattaya Jan: Mantra restaurant and bar features Black Angus beef menu. Enjoy well-selected steaks, cuts and ribs prepared by chef Supachai and served with a wide range of sauces and side dishes.	Expositives Exercitives
124. Sheraton Hua Hin Jan: InAzia pan-Asian restaurant serves authentic Thai, Japanese, Vietnamese, Chinese, Malaysian and Indian gourmet food. The gourmet meal is accompanied by premium wines from the adjacent 10 Degree Wine Cellar.	Behabitives
125. Grand Millennium Sukhumvit Jan: Tapas V Vino features new tapas ranging from Spanish classics to innovative Asian items such as baked mussels with almond and garlic butter, sea scallop sautéed with cherizo and orange and more. Open Mon-Sat at 5-11 pm.	Expositives
126. Novotel Lotus Jan: Xing Fu features a dim sum buffet at 480 baht, available for both lunch and dinner, with a “3 pay for only 2” promotion.	Expositives

Appendix Table 8 (Continued)

Advertisement & Information	Type
<p>127. Dusit Thani</p> <p>Jan: Benjarong features fresh strawberries in a new menu such as chicken and strawberry salad, seabass and strawberry in clear soup and more.</p>	Expositives
<p>128. Sofitel Silom Bangkok</p> <p>Jan: Shanghai 38 features special rice in clay pot menus. An all-you-can-eat dim sum lunch is priced at 538 baht (Mon-Fri) and 638 baht with suckling pig on Sat and Peking duck on Sun.</p>	Expositives
<p>129. Plaza Athenee Bangkok</p> <p>Jan: Utage Japanese restaurant features an all-you-can-eat sushi at 699 baht for lunch.</p>	Expositives
<p>130. InterContinental Bangkok</p> <p>Jan: Espresso features a Sun jazz brunch from noon-3pm. Enjoy a grand seafood buffet including caviar and foie gras stations with live jazz from a trio band at 1,290 baht.</p>	Expositives Exercitives
<p>131. Baiyoke Sky</p> <p>Jan: Stella Palace's special menu is stuffed abalone with fried shrimps priced at 1,600 baht/serving.</p>	Behabitives
<p>132. Twin Towers</p> <p>Jan: Fu Marn Lau features a poultry promotion with delicacies such as grilled chicken Mongolian style, steamed chicken with sesame oil, fried crispy chicken and more. The daily dim sum lunch is priced at 330 baht net.</p>	Expositives
<p>133. Grand Mercure Fortune</p> <p>Jan: Nan Yuan features new Chinese family set menus with prices starting from 600 baht/person for a minimum of 4 people. Every party will receive a complimentary fruit juice or a bottle of house wine.</p>	Expositives

Appendix Table 8 (Continued)

Advertisement & Information	Type
134. Rama Garden Jan: Suiren features bento set menus with prices ranging from 250-290 baht. The daily Japanese buffet is priced at 390 baht for both lunch and dinner.	Expositives
135. Peninsula Bangkok Until Jan 27: Mei Jiang's chef Jackie Ho introduces healthy clay pot dishes from shark's fin and abalone to lobster and sea cucumber for lunch and dinner with prices starting from 360 baht/serving.	Exercitives
136. Anantara Resort Hua Hin Jan: Issara Café features a grand buffet breakfast in a modern Thai rustic atmosphere from 6:30-10:30am. Enjoy an interactive gourmet food stations, changing spa cuisine, vegetarian dishes and more at 660 baht.	Expositives Exercitives
137. Dream Jan: Flava restaurant features a 3-course business lunch at 299 baht from Mon-Sat from 11am-3:30pm.	Expositives
138. JW Marriott Bangkok Jan-Feb: Chef Aki, Tsu & Nami's head chef, presents delicacies prepared from seafood from the cold waters of Hokkaido including king crab, Hanasaki and hairy crabs, surf clam, scallop and tsubu clam, kinki, shishamo smelt and Atka mackerel.	Exercitives
139. Sheraton Grande Sukhumvit Jan: Rossini's chef Gaetano Palumbo introduces a new selection of dishes inspired by his childhood cuisine in Sicily such as risotto alla caprese, potato gnocchi with wild mushroom, speck ham and scallops and more.	Exercitives

Appendix Table 8 (Continued)

Advertisement & Information	Type
<p>140. The Oriental</p> <p>Until Jan 31: It's a "Nutrition and Gastronomic Sicilian food promotion" at Lord Jim's. Chef maestro Pino Stancampiano, owner of La Scuderia di Palermo restaurant in Sicily presents fine dishes using olive oil for both lunch and dinner. Also cooking Thai dishes using olive oil during the promotion is olive oil aficionado, Chalie Amatyakul.</p>	Exercitives
<p>141. Banyan Tree Bangkok</p> <p>Jan 27: It's a Castello Banfi winemaker's dinner at Vertigo restaurant featuring a 7-course gourmet dinner paired with Castello Banfi's Summus 2001, 2003 and 2004 wines. Two 12-litre bottles signed by winemaker Rudi Buratti valued at 75,000 baht each will also be given away as exclusive prizes. Tickets are priced at 8,888 baht and limited to 60 persons only.</p>	Expositives
<p>142. The Sukhothai</p> <p>Jan: La Scala features game specialities for lunch and dinner such as seared venison carpaccio, pan-roasted quail in wine, grilled deer chop with black truffle mashed potatoes and more.</p>	Expositives
<p>143. Pathumwan Princess</p> <p>Until Jan 27: It's Australian week at Citi Bistro with a grand buffet of favourite Aussie food, drinks and entertainment. The buffet costs 650 baht net for lunch and 890 baht net for dinner.</p>	-
<p>144. Century Park</p> <p>Jan-Feb: Café at the Park offers a daily international buffet at 399 baht for lunch and 639 baht for dinner with a "4 pay for only 3" promotion.</p>	Exercitives

Appendix Table 8 (Continued)

Advertisement & Information	Type
145. Siam@Siam Jan: Party House One features a special steak menu prepared from imported cuts from Australia. Get a 30% discount on the daily international lunch buffet priced at 450 baht.	Expositives
146. Swissotel Le Concorde Jan: Fountain Café features an international buffet dinner with additional live-cooking pasta station at 550 baht, plus a “4 pay for 3” promotion.	Expositives
147. Dusit Princess Srinakarin Jan: Square On introduces a new themed buffet nightly- Italian on Mon, Asian on Tue, French on Wed, Mediterranean on Thur, seafood on Fri, international on Sat and Thai on Sun.	Exercitives
148. Dusit Thani Pattaya Jan: The Peak presents lamb dishes prepared by chef Chi Tak Lai such as grilled lamb rib with ginkgo nut sauce, grilled lamb rib with XO sauce, available for lunch and dinner.	Exercitives
149. Sheraton Pattaya Jan: Enjoy special mojitos from the Latitude Lounge every Mon along with soft music and light cuisine at 375 baht.	Exercitives

Appendix Table 9 Friday February 2008

Advertisement & Information	Type
<p>150. JW Marriott Bangkok</p> <p>Feb 7: Man Ho offers festive set menus for 10 persons- Sawasdee Pee Mai (9,999 baht), Nguen-Thong Lai Ma (12,999 baht), Chok-Larb Mark-Mee (14,999 baht), Mung-Mee See-Suk (16,999 baht) and Rung-Leung Taloadpee (18,999 baht), for lunch and dinner.</p>	Exercitives
<p>151. Windsor Suites Bangkok</p> <p>Feb 1-8: Golden Palace features 9-course dinner set menus for a table of 10 with a free bottle of wine-Prosperity at 9,999 baht and Rich & Happiness at 8,888 baht.</p>	Expositives
<p>152. The Oriental</p> <p>Feb 1-10: China House's chef Kong Khai Meng presents Chinese New Year specialities including the prosperity <i>yee sang</i> (abalone, lobster, salmon, tuna, surf clam); golden fortune <i>yee sang</i> (salmon in kumquat and plum sauce); healthy and wealthy <i>yee sang</i> (fresh fruits and vegetables) and more.</p>	Exercitives
<p>153. Conrad Bangkok</p> <p>Feb 6-10: Liu features 2 auspicious dishes – <i>yee sang</i> raw fish salad and baked chicken with 5 spices salt. There're also Chinese set lunch at 680 and 880 baht and a festive set dinner at 19,888 baht for 10 persons.</p>	Expositives
<p>154. Arnoma</p> <p>Feb 4-11: Good Earth features many auspicious Chinese menu and a festive Chinese New Year set menu priced at 9,999 baht/table of 10 persons.</p>	Expositives
<p>155. Indra Regent</p> <p>Feb: Ming Court offers a special Peking duck set at 999 baht and a 5-course set menu at 550 baht for lunch and dinner.</p>	Exercitives

Appendix Table 9 (Continued)

Advertisement & Information	Type
156. Siam City	
Feb 1-29: Lin-Fa offers 2 speciality set menus featuring all-time favourites, priced at 9,800 and 12,500 baht/table of 10.	Exercitives Expositives
157. Swissotel Le Concorde	
Feb 7-21: Loong Foong features an auspicious raw fish dish, <i>yee sang</i> set with prices starting at 488 baht/net.	Expositives
158. Peninsula Bangkok	
Feb 2-13: Mei Jiang offers 2 auspicious set menus- Fortune at 1,880 baht/person and Wealth at 2,080 baht/person. A la carte Chinese New Year specialities are also available for lunch and dinner.	Exercitives
159. Hilton Phuket Acadia	
Feb 6: Sun Terrace features a grand Chinese buffet dinner with lion dance, cabaret show and live music at 1,888 baht, 888 baht for children.	Expositives
160. Montien Pattaya	
Feb 8: Celebrate at the Poolside Paradise Gardens with a grand international buffet dinner accompanied by live entertainment at 1,177 baht net, 765 baht net for children.	Exercitives
161. Grand Sukhumvit by Sofitel	
Feb 14: Café de Nimes offers a special buffet dinner at 2,108 baht/couple including welcome drink and a chance to win a night's stay in the President Suite.	Exercitives
162. Majestic Grande	
Feb 14: Sacz offers a special a la carte or set dinner menu including a glass of sparkling wine.	Exercitives
163. Westin Grande Sukhumvit	
Feb 14: The Med offers a Grande seafood buffet dinner at 1,250 baht, and a degustation menu at 1,450 baht.	Exercitives

Appendix Table 9 (Continued)

Advertisement & Information	Type
164. The Oriental	
Feb 14: Le Normandie offers a romantic set menu at 10,400 baht net/couple. Lord Jim's presents a special set menu at 9,300 baht net/couple. The China House offers a festive set menu at 7,800 baht net/couple. Ciao presents a Love set menu at 4,800 baht net/couple. Maeyanang Rice Barge offers a dinner cruise of Thai-Western cuisine at 5,200 baht net/couple. Riverside Terrace has a grand BBQ buffet dinner at 7,000 baht net.	Exercitives
165. Conrad Bangkok	
Feb 14: Italianate features a romantic dinner at 3,600 baht/couple including 2 glasses of sparkling wine. Liu offers 2 set dinner menus at 3,000 or 5,000 baht/couple. Drinking Tea Eating Rice presents a selection of teppan and kaiseki set menus. Café@2 serves an international buffet dinner at 1,350 baht. A 4-course dinner with 2 glasses of sparkling wine is also offered at the poolside for 2,800 baht/couple. 87Plus offers red private booths for couple at 5,000 baht net with a free flow of standard drinks.	Expositives Exercitives
166. Sukhothai	
Feb 14: Colonnade offers a Pan-Asian buffet dinner at 1,500 baht/couple. La Scala features a 6-course set dinner at 3,999 baht/couple. Celadon presents a Thai set dinner at 4,999 baht/couple. Lobby Salon serves a chocolate buffet from 2-6pm at 850 baht.	Exercitives Expositives
167. Holiday Inn Bangkok	
Feb 14: Charm Thai features a 5-course set dinner at 3,500 baht/couple including a bottle of Thai rose wine.	Expositives

Appendix Table 9 (Continued)

Advertisement & Information	Type
168. Royal Princess Larn Luang	
Feb 13-14: Piccolo offers a 4-course set dinner at 1,100 baht including a glass of red wine on Feb 14.	Exercitives
169. Chaophya Park	
Feb 14: Al Massimo features a Valentine set menu at 1,300 baht/couple.	Expositives
170. Amari Don Muang Airport	
Feb 14: Henry J. Bean's Bar & Grill offers a special Valentine menu including 2 glasses of sparkling wine for each dining couple.	Exercitives
171. Bangkok Marriott Resort & Spa	
Feb 14: Trader Vic's offers set dinner menu at 6,500 baht/couple or 9,500 baht/couple at a private riverside sala. Benihana presents a special set dinner at 4,500 baht/couple. Manohra Cruises offers a Thai-inspired dinner menu at 6,500 baht/couple. Rice Mill offers a Chinese set menu at 4,200 baht/couple. Riverside Terrace features a grand buffet dinner with traditional Thai cultural show at 3,900 baht/couple.	Exercitives Expositives
172. Novotel Suvarnabhumi	
Feb 14: The Square features 2 set menus at 1,599 baht/couple, available for lunch or dinner.	Expositives
173. Hard Rock Pattaya	
Feb 14: Enjoy the buffet dinner at Hard Rock Spa pool deck or set menu at Hard Rock Café at 1,199 baht net/couple or 699 baht net/person.	Exercitives
174. Sheraton Grand Laguna Phuket	
Feb 14: Puccini offers a 5-course set dinner with 2 glasses of champagne at 3,900 baht/couple.	Exercitives

Appendix Table 9 (Continued)

Advertisement & Information	Type
175. Grand Mercure Park Avenue	
Until Feb 24: VivaVino features an Italian cheese promotion with dishes such as olive oil tossed ricotta and spinach ravioli, rock lobster and mascarpone cheese risotto and more.	Expositives
176. Sheraton Grande Sukhumvit	
Feb: BarSu introduces 5 new dishes created by chef Yves Mattagne – venison rolls with avocado; spicy gazpacho with a shrimp roll; watermelon, basil and feta salad with a balsamic black peppercorn reduction (created by New York chef Patricia Yeo); wasabi-crusting lamb loin and gourmet pumpkin soup.	Exercitives
177. Montien	
Feb: Jade Garden offers a festive set menu with a special dish, fried pearl oyster with sea cucumber in chilli sauce.	Exercitives
178. Conrad Bangkok	
Until March 2: Italianate features chef Riccardo Pacifi's special pasta dishes such as seafood lasagnette, cocoa fettuccini in venison ragout and red wine reduction and more.	Expositives
179. Arnoma	
Feb: Trattoria Felice presents risotto creations such as risotto tomato with rock lobster and cheese, saffron risotto with seafood and artichoke, risotto Bolognese with cheese and pepperoni and more.	Exercitives
180. Novotel Siam Square	
Feb: Lok Wah Hin Chinese restaurant features dim sum set lunch at 520 baht. Also, enjoy a 20% discount on food during dinner.	Expositives Exercitives

Appendix Table 9 (Continued)

Advertisement & Information	Type
181. Century Park	
Feb: Café at the Park offers a daily international buffet at 399 baht for lunch and 639 baht for dinner with a “4 pay for 3” promotion.	Exercitives
182. Siam City	
Feb: Spice & Rice features recipes tender strawberries with the herbs and spices of Thai cuisine such as marinated chicken with strawberries and strawberry dip, stir-fried strawberries with pork and cashew nuts and spicy shrimp soup with strawberries.	Expositives
183. Swissotel Le Concorde	
Feb: Fountain Café features an international buffet dinner with additional Thai salad station at 550 baht, plus a “4 pay for 3” promotion until April 30.	Expositives
184. Dusit Princess Srinakarin	
Feb: Square One’s executive chef Steven Duyn presents menus prepared from New Zealand products such as lamb cutlet with black pepper sauce, Thai-style <i>chu-chee</i> with mussels and more.	Exercitives
185. Royal River	
Feb: Fangnam coffee house features an international buffet lunch with a special spicy Thai salad corner at 330 baht with a “5 pay for 4” promotion.	Expositives
186. Mandarin Oriental Dhara Dhevi Chiang Mai	
Feb 19-23: Akaligo features a French food promotion with guest chef Benjamin Armstrong from the renowned La Compagnie des Comptoirs by the Pourcel brothers. A la carte menu and 2 set menus priced at 1,100 and 1,500 baht are available.	Expositives

Appendix Table 9 (Continued)

Advertisement & Information	Type
187. Amari Boulevard	
Feb: La Gritta Italian restaurant presents sole fish creations by chef Francesco.	Exercitives
188. JW Marriott Bangkok	
Until Feb 24: Japanese guest chef Hirofumi Nakagawa from Nako-Tei in Nagoya Marriott Associa Hotel is at Nami teppanyaki steakhouse to prepare 3 teppanyaki set dinner menus priced at 2,500, 3,800 and 5,000 baht. A teppanyaki cooking demonstration will also be conducted by chef Nakagawa on Feb 23 and 24 from 11am-1pm for the price of 1,900 baht including lunch.	-
189. Westin Grande Sukhumvit	
Feb: Kisso offers imported Japanese prime tuna belly tuna prepared by chef Ikeda such as tuna belly nigiri sushi and sashimi, tuna belly with lemon pepper, toro tuna belly served with green chilli soy bean paste sauce and more.	Exercitives
190. The Oriental	
Feb: Lord Jim's presents an array of international cuisine and seafood buffet for lunch at 1,000 baht, 800 baht for children (1,300 and 1,100 baht for Sun); and a la carte menu for dinner.	Exercitives
191. Conrad Bangkok	
Feb: Drinking Tea Eating Rice presents a Japanese winter menu featuring dishes prepared from Japanese king crab, live lobster, scallop and abalone and halibut for both lunch and dinner.	Exercitives Expositives

Appendix Table 9 (Continued)

Advertisement & Information	Type
192. Arnoma Feb: Trattoria Felice presents risotto creations such as risotto tomato with rock lobster and cheese, saffron risotto with seafood and artichoke, risotto Bolognese with cheese and pepperoni and more.	Exercitives
193. Novotel Siam Square Feb: Lok Wah Hin features dim sum set lunch at 520 baht. Also, enjoy a 20% discount on food during dinner.	Expositives Exercitives
194. Century Park Feb: Café at the Park offers a daily international buffet at 399 baht for lunch and 639 baht for dinner with a “4 pay for 3” promotion.	Exercitives
195. Twin Towers Feb: Gold Teak features a special fish promotion with dishes such as deep-fried trout with lemon butter sauce, grilled mackerel steak with herb butter sauce, pan-fried fillet of sole with roasted almond butter sauce and more.	Expositives
196. Grand Mercure Fortune Feb: World Restaurant One Rachada features Parma ham with asparagus in international buffet, available for both lunch and dinner daily at 270 baht.	Expositives
197. Rama Gardens Feb: Capriccio’s restaurant features a grilled US beef menu including tenderloin, striploin, T bone steak and rib eye served with savoury sauce.	Expositives
198. Peninsula Bangkok Feb: Jesters restaurant features black truffles from Perigord region in France. Prices start from 1,180 baht.	Expositives

Appendix Table 9 (Continued)

Advertisement & Information	Type
199. Grand Pacific Sovereign, Cha-Am	
Feb: Bellevue restaurant features a poolside BBQ dinner every Fri night at 650 baht.	Expositives
200. Amari Boulevard	
March: Peppermill features an international buffet lunch and dinner from Mon-Fri at 580 baht with a special “second person eats for 1 baht only” promotion.	Expositives
201. Grand Sukhumvit by Sofitel	
March: Café de Nimes features a Sun brunch with seafood BBQ and more at 720 baht with free flow of juices, 999 baht with free flow of draught beer, and 1,699 baht with free flow of house wine. Two kids under 12 eat free when accompanied by 2 paying adults.	Expositives
202. Westin Grande Sukhumvit	
March: The Med Serves French cuisine every Fri and Sat evening. Dishes include tomatoes and mozzarella with fresh basil leaves, beef and carpaccio with shaved parmesan, baked salmon with salt crust, grilled rock lobster and more.	-
203. Royal Orchid Sheraton	
March: Thara Thong introduces special menus as part of the Healthy Food promotion with dishes such as steamed seabass flavoured with sugarcane juice, hot and sour soup with Thai acacia leaf omelette, stir-fried prawns with tamarind sauce and more.	Exercitives
204. Nai Lert Park Bangkok	
March 2: Surprise your mum with a special Sun brunch at Iso, or a special set menu for lunch and dinner at Noble House, Genji and Ma Maison, where all mums dine for free when accompanied by their children.	Expositives

Appendix Table 9 (Continued)

Advertisement & Information	Type
205. Grand Hyatt Erawan March: The Chinese restaurant's chef Leung offers a menu of different duck dishes from wok-fried Peking duck Sichuan style to Peking duck in brown sauce for lunch and dinner.	Exercitives
206. Amari Atrium March: Mingles offers a new wrap-tsatzki wrap served with spicy salsa.	Exercitives
207. Twin Towers March: Gold Teak features a special poultry promotion with dishes such as stuffed chicken leg with ham and Swiss cheese mushroom cream sauce, grilled cherry duck breast blueberry port wine sauce and more.	Exposiives
208. Swissotel Le Concorde March: Loong Foong presents an all-you-can-eat buffet a la carte for both lunch and dinner. Enjoy more than 80 a la carte and dim sum items, including the recommended prawn cheong fun, at 480 baht.	Exercitives
209. Bangkok Marriott Resort & Spa March: The Market restaurant serves lunch buffet daily including healthy selections and exotic desserts and fruits at 699 baht.	Behabitives
210. Dusit Thani Pattaya March: The Peak Chinese restaurant presents a special oyster menu. Enjoy Tasmanian oysters, Sydney rock oysters as well as giant Thai oysters served at their freshest on ice during lunch and dinner.	Exercitives

Appendix Table 10 Friday March 2008

Advertisement & Information	Type
<p>211. Grand Millennium Sukhumvit</p> <p>March: MIT Noodle Bar presents a variety of noodles from around the world such as Thai rice noodle salad with beef, crab laksa, beef chow mein, Spanish ricotta ravioli with basil, angel hair pasta with black olive tapenade and more.</p>	Exercitives
<p>212. Rembrandt</p> <p>March: da Vinci features a special seabass menu with dishes such as tortellini stuffed with seabass and onions, poached seabass served with butter spinach and white wine cream, crispy pan-fried seabass with Asian vegetables, barley risotto and hoi sin sauce.</p>	Expositives
<p>213. Holiday Inn Silom</p> <p>March: Orchid Lounge features Chocolate Sensations, available on the a la carte menu with various items from chocolate fudge pudding to double chocolate mouse cake with Baileys sauce, mixed berries and lots more.</p>	Expositives
<p>214. Banyan Tree Bangkok</p> <p>March: Taihei features a yakitori menu with a selection of beef, pork and dish.</p>	Expositives
<p>215. The Sukhothai</p> <p>March 10: It's Joh.Jos. Prum wine dinner at Celadon restaurant featuring a 5-course seafood dinner menu prepared by executive chef Nam Quoc Nguyen paired with fine wines from Joh.Jos. Prum Estate on the banks of the Mosel in Germany, priced at 1,950 baht.</p>	Expositives
<p>216. InterContinental Bangkok</p> <p>March: Summer Palace offers a wide selection of dim sum and other Cantonese signature dishes. Set lunch is also available at 600 baht/person.</p>	Exercitives

Appendix Table 10 (Continued)

Advertisement & Information	Type
217. Baiyoke Sky March: Stella Palace's special dish is the healthy braised sea cucumber with Korean ginseng.	Behabitives
218. Twin Towers March: Fu Marn Lau features sea scallops items such as sea scallops and fresh fruit salad, fried sea scallops with XO sauce, fries dice sea scallops with pine nut, carrot and black mushroom and more.	Expositives
219. Grand Mercure Fortune March: World Restaurant One Rachada's special menu is Parma ham with asparagus, available for both lunch and dinner daily at 270 baht.	Behabitives
220. Rama Gardens March: Suiren features special Japanese sukiyaki dining with 4 menus to choose from. The Japanese buffet is priced at 390 baht for lunch and 420 baht for dinner plus "5 pay for 4" promotion.	Expositives
221. Millennium Hilton March: The Lounge features an afternoon high tea serving a range of beverages, fruit frappes and shakes, as well as a wide choice of traditional and contemporary cakes and pastries as well as the signature Liseli dish, daily from 2-5:30 pm at 450 baht.	Expositives
222. Centara Grand Beach Resort Samui March: Executive chef Marco Amarone presents a special Sun brunch at the Palm Grove featuring a wide range of food from the live cooking stations as well as BBQ seafood, plus games and entertainment for children and more at 595 baht, free for kids under 12.	Exercitives Expositives

Appendix Table 10 (Continued)

Advertisement & Information	Type
<p>223. Sofitel Centara Grand Resort & Villas, Hua Hin</p> <p>March: Experience the Café de Paris French-theme buffet dinner served in the Railway restaurant with live music at 1,400 baht net.</p>	Exercitives
<p>224. Grand Millennium Sukhumvit</p> <p>March: Flourworx offers 8 soup and sandwich menus such as cauliflower soup with multi-grain bread, butter, ham and cheese; light carrot soup with oat-meal, tuna and celery salad and more at 180 baht/set.</p>	Exercitives
<p>225. Novotel Lotus</p> <p>March: Xing Fu features the Imperial Peking duck menu at 590 baht, available for lunch and dinner.</p>	Expositives
<p>226. Dusit Thani</p> <p>March 20: Giovanni Olivia, Asia brand manager for the Grandi Vini d'Italia consortium, will present the Sangiovese at a wine dinner at il cielo. Enjoy a 6-course set dinner paired with fine Sangiovese wine at 2,500 baht.</p>	Exercitives
<p>227. Sofitel Silom Bangkok</p> <p>March: Mistral features a Greek food festival buffet style with dishes such as veal in garlic and wine sauce, lamb and artichoke hearts, red mullet in tomato sauce and more at 598 baht for lunch, 698 baht for dinner and 798 baht on Sun.</p>	Expositives
<p>228. Nai Lert Park Bangkok</p> <p>March: Noble House features new seafood delicacies such as seafood spring rolls, fried bean curd and seafood with Chinese black mushroom sauce, baked sea crab with spring onions and ginger in clay pot and more.</p>	Expositives

Appendix Table 10 (Continued)

Advertisement & Information	Type
229. Grand Hyatt Erawan	
March 15-31: The Dining Room features imported oysters and rock lobsters in the dinner buffet. Enjoy them with a glass of sauvignon blanc from France, Australia or New Zealand.	Expositives Exercitives
230. Amari Atrium	
March: Mingles offers a new wrap menu – tatziki wrap served with spicy salsa.	Exercitives
231. Indra Regent	
March: Botanica Buffet & Grill features an international buffet with a Thai noodles corner and fresh strawberry desserts, daily for lunch and dinner.	Expositives
232. Chaophya Park	
March: Park Café highlights grilled chunky fillets of beef, pork and chicken in the buffet line during lunch.	Expositives
233. Swissotel Le Concorde	
March: Loong Foong presents an all-you-can-eat buffet a la carte for both lunch and dinner. Enjoy more than 80 a la carte and dim sum items at 480 baht.	Exercitives
234. Dusit Princess Srinakarin	
March: Miyuki's chef Narong introduces his new set menus and teppanyaki sets. Wear something pink on Tue and get 20% discount on food and beverage ordered.	Exercitives
235. Peninsula Bangkok	
March: To celebrate the Peninsula Bangkok's first decade, Mei Jiang, Jesters and Thiptara are offering a special celebration menu priced at 1998 baht/person daily.	Exercitives

Appendix Table 10 (Continued)

Advertisement & Information	Type
236. Centara Grand Beach Resort Samui March: Executive chef Marco Amarone presents a special Sun brunch with BBQ seafood and fun games and entertainment for children at the Palm Grove for 595 baht, free for kids under 12.	Exercitives
237. Sofitel Centara Grand Resort & Villas, Hua Hin March 17: It's St Patrick Day dinner at the Railway restaurant. Chef Adrian will be laying a buffet feast including Irish stew, Molly Malone's risotto and Bailey's Irish cream cheesecake at 1,200 baht, 600 baht for children.	-
238. Imperial Queen's Park March: Les Nympheas features chef Marc Torche's 3-course set lunch menu at 345 baht including coffee or tea.	Expositives
239. Westin Grande Sukhumvit March 23-24: The Med presents a special Easter dinner buffet with international food as well as festive items and fun games for kids at 1,100 baht.	Exercitives
240. The Oriental March: The BBQ Terrace features a grand buffet dinner with grilled and roasted meats and seafood plus a wide range of salads and desserts at 2,100 baht and 1,500 baht for children.	Expositives
241. Conrad Bangkok March: Drinking Tea Eating Rice features Japanese Spring special menu prepared from Japanese ark shell, clam, baby squid, spring vegetable and more.	Expositives

Appendix Table 10 (Continued)

Advertisement & Information	Type
<p>242. Four Seasons Bangkok</p> <p>March 23: Parichart Court presents an Easter brunch complete with egg hunt for kids at 2,350 baht. Biscotti offers a 5-course Easter menu at 1,800 baht for lunch or dinner until March 23. The Lobby offers an afternoon tea with Easter trimmings at 800 baht from March 22-23.</p>	Exercitives
<p>243. Pathumwan Princess</p> <p>March: Kongju's special menus are goose liver Korean style and Korean spring salad. Order one dish from each promotional menu and receive an iced Korean punch.</p>	Behabitives
<p>244. Indra Regent</p> <p>March: Ming Court offers a special Peking duck set at 999 baht. Dim sum is also available at lunch time.</p>	Exercitives
<p>245. Siam City</p> <p>March 23: Patummat is adding an Easter selection alongside its international lunchtime buffet, together with Easter egg hunt, painting and games at 610 baht, half price for children.</p>	-
<p>246. Radisson</p> <p>March: Fook Yuan features dishes prepared from frsh Chiang Mai white asparagus and seafood.</p>	Expositives
<p>247. Sofitel Centara Grand Bangkok</p> <p>Until March 29: Don Giovanni features lamb creations such as lamb leg ravioli with braised lamb jus, lamb consommé, sun-dried tomato crusted lamb loin and more.</p>	Expositives
<p>248. Montien Riverside</p> <p>March: Sai Chol's special dishes are steamed fillet of seabass with vegetables and pickled yellow bean sauce, and deep-fried fillet of seabass with spices and herbs.</p>	Behabitives

Appendix Table 10 (Continued)

Advertisement & Information	Type
<p>249. Amari Orchid Resort & Tower, Pattaya</p> <p>March: Mantra Restaurant & Bar highlights Tasmanian salmon prepared as sushi, salads, soups and spicy options by chef Supachai.</p>	Expositives
<p>250. Hyatt Regency Hua Hin</p> <p>March 23: Celebrate Easter at Figs with international buffet, Easter desserts, chocolate eggs, Easter bunny and more, plus live music throughout the evening at 1,199 baht, 600 baht for children.</p>	Exercitives
<p>251. Sheraton Pattaya</p> <p>March: Executive chef Joel Vivian introduces his Asian tapas menu such as grilled wagyu beef strips with cashew nut satay, and scallop and nashi pear tempura as well as bento box, available Mon-Sat from 6-10:30pm at Latitude Lounge.</p>	Exercitives
<p>252. Grand Millennium Sukhumvit</p> <p>March-April: MIT highlights noodle dishes including scallop and coriander wonton in lemongrass broth, spaghetti <i>phad khee mao talay</i>, <i>khao soi gai</i>, Singapore fried noodles and more.</p>	Expositives
<p>253. Novotel Lotus</p> <p>March: Xing Fu features new dim sum. All-you-can-eat dim sum priced at 480 baht is available for both lunch and dinner.</p>	Expositives
<p>254. Windsor Suites Bangkok</p> <p>March: Golden Palace's special dishes are sautéed snow fish with ginkgo, braised snow fish with Chinese red wine sauce, and sautéed snow fish with samba sauce.</p>	Behabitives

Appendix Table 10 (Continued)

Advertisement & Information	Type
<p>255. Sofitel Silom Bangkok</p> <p>April 1-8: Mistral features a Vietnamese promotion by guest chef Nguyen Thi Kim Hai from Sofitel Metropole Hanoi's Spices Garden restaurant.</p>	Expositives
<p>256. Nai Lert Park Bangkok</p> <p>April: Genji features kurobuta pork specialities such as kurobuta cheese tonkatsu, kurobuta tonkatsu with green salad, kurobuta miso yaki, hiyashi ton shabu salad, kurobuta shogayaki and kurobuta curry.</p>	Expositives
<p>257. Holiday Inn Bangkok</p> <p>March: Café G features "7 days 7 ways 777 baht", all-you-can-drink beer, wine or cocktails served with an all-you-can-eat themed buffet that varies each night.</p>	Expositives
<p>258. Amari Watergate</p> <p>Until March 30: Promenade coffee shop features a mango menu with selections such as seared ahi tuna with mango salad, warm pan-fried sea scallops and prawn tails with mango vinaigrette and more.</p>	Expositives
<p>259. Indra Regent</p> <p>March: Botanica Buffet & Grill features international and Thai lunch and dinner buffets with special mussel promotion. A la carte menu is also available.</p>	Expositives
<p>260. Siam City</p> <p>Until April 18: Kamon features a Japanese Springtime menu prepared from mountain vegetables, hyacinth bean, seasonal fish and shellfish, among them sashimi, nigiri sliced raw bonito, nama iwashi fresh sardine and nishin herring.</p>	Expositives

Appendix Table 10 (Continued)

Advertisement & Information	Type
<p>261. Radisson</p> <p>April 1-May 15: Radisson coffee shop features an international buffet together with favourite Thai dishes and a <i>khao chae</i> corner at 450 baht during lunchtime.</p>	Expositives
<p>262. Sofitel Centara Grand Bangkok</p> <p>Until March 29: Don Giovanni features lamb creations such as lamb leg ravioli with braised lamb jus, lamb consommé, sun-dried tomato, crusted lamb loin and more.</p>	Expositives
<p>263. Royal City</p> <p>March: Chiew Tien Lao offers more than 35 dim sum choices at lunchtime. Noodle dishes in Hong Kong and Shanghai styles are also available for lunch and dinner.</p>	Exercitives
<p>264. Grand Pacific Sovereign, Cha-Am</p> <p>March: Celestino Italian restaurant offers a wine and dine programme at 1,200 baht/person.</p>	Exercitives

Appendix Table 11 Friday April 2008

Advertisement & Information	Type
<p>265. Imperial Queen's Park</p> <p>April: Les Nympheas's chef Mark Torche presents a special 4-course dinner paired with fine wines at 3,500 baht.</p>	Exercitives
<p>266. Westin Grande Sukhumvit</p> <p>April: The SuperFoods breakfast menu is now available both a la carte and in the buffet. The selection includes steel cut oatmeal and banana brulee, whipped egg white omelette with broccoli and cheddar, mango banana smoothie, low fat yoghurt, muesli and herbal tea or coffee.</p>	-
<p>267. The Oriental</p> <p>April: The BBQ Terrace features a grand buffet dinner with grilled and roasted meats and seafood plus a wide range of salads and desserts at 2,100 baht and 1,500 baht for children.</p>	Expositives
<p>268. Banyan Tree Bangkok</p> <p>April: Saffron Thai restaurant and Apsara Dining Cruise are offering the favourite Thai summer rice dish, <i>khao chae</i>, served with a variety of side dishes.</p>	Exercitives
<p>269. Arnoma</p> <p>April: Good Earth features snow fish delicacies such as thick snow fish soup with bean curd, steamed snow fish with soy sauce, sautéed snow fish with oyster sauce and broccoli and more.</p>	Expositives
<p>270. Pathumwan Princess</p> <p>April: Kayageum features Korean hot pot and steamboat buffet from Mon-Fri at 550 baht net for lunch and 690 baht net for dinner. The weekend buffet on Sat and Sun costs 799 baht net for both lunch and dinner.</p>	Expositives

Appendix Table 11 (Continued)

Advertisement & Information	Type
<p>271. Indra Regent</p> <p>April: Botanica offers all-day a la carte dining with daily international buffet for lunch and dinner. <i>Khao chae</i> served with many side dishes is also available.</p>	Exercitives
<p>272. Chaophya Park</p> <p>April 10-20: Park Café has added the favourite Thai summer rice dish, <i>khao chae</i>, along with its many side dishes in international buffet lunch at 506 baht.</p>	Behabitives
<p>273. Amari Don Muang Airport</p> <p>April: Henry J. Bean's Bar & Grill features the new wraps menu. Choose between a light tomato mozzarella wrap or the spicy Isan chilli wrap.</p>	Expositives
<p>274. Bangkok Marriott Resort & Spa</p> <p>April: Trader Vic's offers a new Sun brunch buffet with a wide variety of international food and dessert selections at 1,599 baht including Mai Tai cocktails, draft beer, soft drinks and juices; or 1,899 baht including a selection of wines.</p>	Exercitives
<p>275. Amari Orchid Resort & Tower, Pattaya</p> <p>April: Mantra Restaurant & Bar presents a special Alaskan king crab and Dungeness crab presented as sushi, salads, soups, spicy chilli options and baked or poached.</p>	Exercitives
<p>276. Mercure Patong Phuket</p> <p>April: World Café highlights mango such as shrimp salad with ripe mango and avocado, deep-fried cotton fish served with spicy green mango salad and mango and sticky rice dessert.</p>	Expositives
<p>277. Amari Boulevard</p> <p>April: La Gritta's chef Francesco presents his Italian-style swordfish specialities prepared <i>a la minute</i>.</p>	Exercitives

Appendix Table 11 (Continued)

Advertisement & Information	Type
<p>278. Grand Sukhumvit by Sofitel</p> <p>April: Café de Nimes features a Sun brunch with seafood BBQ and more at 720 baht with free flowing juices, 999 baht with free flowing drought beer, and 1,699 baht with free flowing house wine. Two kids under 12 eat free when accompanied by 2 paying adults.</p>	Expositives
<p>279. Rembrandt</p> <p>April: The Café presents a new home-cooking menu with dishes such as duck terrine with fig jam served with toast and gherkin, prawn tempura with basil and teriyaki sauce and more.</p>	Exercitives
<p>280. Holiday Inn Silom</p> <p>April 12-14: The Brasserie presents a special Songkran buffet at 600 baht for lunch and 700 baht for dinner. A group of 5 persons or more gets a 25% discount (for buffet dinner only).</p>	Exercitives
<p>281. Shangri-La</p> <p>April: Salathip features a wide selection of authentic Thai dishes and desserts for dinner. Special creation this month is the northern-style <i>khan toke</i> set menu. The dinner is accompanied by Thai classical music and dance nightly.</p>	Expositives Behabitives
<p>282. Evergreen Laurel</p> <p>April: Evergarden features a Taechew food promotion with dishes such as stir-fried fish maw with dried chilli, stir-fried dried sea cucumber with prawn, stir-fried dried turnip cake and more.</p>	Expositives

Appendix Table 11 (Continued)

Advertisement & Information	Type
283. Grand Hyatt Erawan	
Until April 26: Erawan Tea Room features a special summer food festival offering favourites such as <i>khao chae</i> and braised pork spare ribs with honey and coriander.	Expositives Exercitives
284. Amari Atrium	
April 13: Cascade coffee shop features a special Songkran buffet including <i>khao chae</i> and mango with sticky rice, priced at 650 baht, half price for children.	Expositives
285. Royal Princess Larn Luang	
April: Princess Café offers the favourite <i>khao chae</i> , served with a variety of side dishes at 180 baht/set.	Exercitives
286. Emerald	
April: Emerald coffee shop features the favourite Thai summer rice dish, <i>khao chae</i> , served with an array of traditional side dishes for lunch.	Expositives
287. Amari Don Muang Airport	
April: Zeppelin restaurant features mango creations served fresh and as salads, melba, sherbet and soufflé.	Expositives
288. Bangkok Marriott Resort & Spa	
April: Every Fri night, Riverside Terrace features a Thai and BBQ dinner buffet with traditional dance performances and live Thai boxing show at 1,100 baht.	Expositives
289. Novotel Suvarnabhumi	
Until April 16: Sala Thai restaurant features a special Songkran set menu plus a complimentary <i>khao chae</i> buffet at 380 baht.	Expositives

Appendix Table 11 (Continued)

Advertisement & Information	Type
<p>290. Grand Pacific Sovereign Resort and Spa</p> <p>April 12-14: Bellevue Terrace offers a grand international buffet dinner at 750 baht net, 375 baht net for children. Celestino features a 3-course Songkran menu at 650 baht net, 325 baht net for children.</p>	<p>Exercitives</p> <p>Expositives</p>
<p>291. Pattaya Marriott & Spa</p> <p>April: Benihana's sushi chefs present special bento boxes with prices starting from 350 baht, available for lunch and dinner.</p>	<p>Exercitives</p>
<p>292. Ambassador</p> <p>April: Am Cafe features the favourite Thai summer rice dish, <i>khao chae</i> in its international buffet lunch at 399 baht. <i>Khao chae</i> a la carte is priced at 140 baht/set.</p>	<p>Expositives</p>
<p>293. Imperial Queen's Park</p> <p>April: The Lobby Lounge presents a high tea buffet from 2:30-5:30pm with choices of teas and coffee and assorted cakes and pastries at 450 baht.</p>	<p>Exercitives</p>
<p>294. Westin Grande Sukhumvit</p> <p>April: Kisso features a Japanese spring menu prepared from fresh vegetables, seafood and hirame and karei flat fish such as broiled hirame with sesame soy dressing, deep-fried shrimp dumpling, boiled seafood and more.</p>	<p>Expositives</p>
<p>295. The Oriental</p> <p>April: The BBQ Terrace features a grand buffet dinner with grilled and roasted varieties of meats and seafood plus a wide range of salads and desserts at 2,100 baht and 1,500 baht for children.</p>	<p>Expositives</p>

Appendix Table 11 (Continued)

Advertisement & Information	Type
<p>296. Banyan Tree Bangkok</p> <p>April: Taihei features an all-you-can-eat teppanyaki on Fri, Sat and Sun with creations such as Australian beef, smoky butter fish, and grilled asparagus served with green tea at 850 baht for lunch and 950 baht for dinner.</p>	Expositives
<p>297. The Sukhothai</p> <p>Until April 27: Celadon features the favourite Thai summer rice dish, <i>khao chae</i> served with traditional side dishes during lunchtime for 850 baht.</p>	Expositives
<p>298. Novotel Siam Square</p> <p>April: Lok Wah Hin features new seafood delicacies such as steamed snow fish topped with XO sauce, deep-fried tiger prawns topped with baked cheese, stir-fried kale with sea scallops and chilli and more.</p>	Expositives
<p>299. Classic Place</p> <p>April: Place coffee shop offers the favourite Thai summer rice dish, <i>khao chae</i> in the buffet lunch at 250 baht, and <i>khao chae toke</i>-style at 400 baht from 2-8pm.</p>	Exercitives
<p>300. Twin Towers</p> <p>April: Fu Marn Lau presents tiger prawn delicacies such as pan-fried tiger prawns in Chinese wine, baked tiger prawns with chopped onion and garlic and more.</p>	Exercitives
<p>301. Radisson</p> <p>April: Fook Yuan highlights Sichuan cuisine such as the hot and sour Sichuan soup, deep-fried spiced chicken, stewed lamb with dried beancurd and more.</p>	Expositives

Appendix Table 11 (Continued)

Advertisement & Information	Type
302. Rama Gardens April: Sui ren features the special Japanese pizza, okonomi menu with various toppings. The Japanese buffet is priced at 390 baht for lunch and 420 baht for dinner plus “5 pay for 4” promotion for lunch.	Expositives
303. Montien Riverside April: The Emperor’s special dish is steamed snow fish with Chinese black olives, and steamed snow fish with taoso sauce.	Behabitives
304. Dusit Thani Pattaya April: The Peak presents new dim sum delicacies such as abalone stuffed with shrimp and ebiko roe, morel mushroom stuffed with shrimp and ebiko roe, shark’s fin stuffed with shrimp and ebiko roe and more.	Exercitives
305. Pattaya Marriott & Spa April: Benihana’s sushi chefs present special bento boxes with prices starting from 350 baht, available for lunch and dinner.	Exercitives
306. Ambassador April: Hong Teh’s chef Lau Chi Kwong presents his new a la carte dishes. All-you-can-eat dim sum costs 329 baht, available for lunch and dinner.	Exercitives
307. Imperial Queen’s Park April-May: Parkview coffee shop’s Fri dinner buffet features an array of fresh seafood such as fish, prawns, crabs, mussels and squids cooked the way you like, priced at 1,250 baht.	Expositives

Appendix Table 11 (Continued)

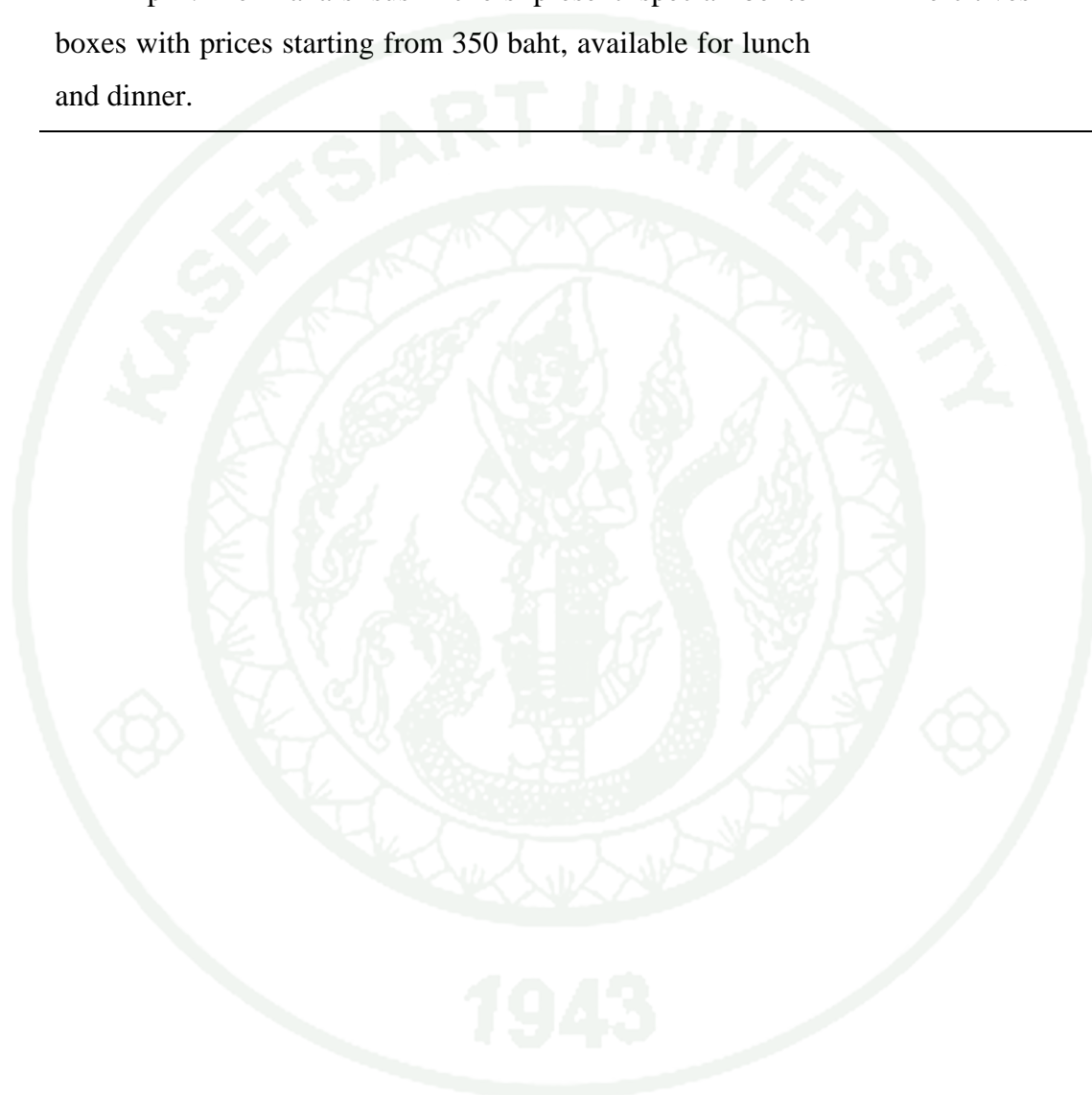
Advertisement & Information	Type
<p>308. Sheraton Grande Sukhumvit</p> <p>April: basil restaurant's chef Thanida Amornvatin has created a special Thai menu based on blood types such as soba with salmon for A, grilled beef with prune sauce for O, spicy eggplant salad with white snapper for B, lamb in yellow curry served with organic brown rice for AB type.</p>	Behabitives
<p>309. Montien</p> <p>April: Jade Garden's special dish is salmon with black pepper and abalone. Ruenton coffee shop's special dishes are <i>khao chae</i> and noodle soup with braised duck or braised pork spare ribs.</p>	Behabitives
<p>310. Banyan Tree Bangkok</p> <p>May: Vertigo highlights imported white asparagus, prepared with hollandaise sauce or melted butter, available for dinner.</p>	Expositives
<p>311. Plaza Athenee Bangkok</p> <p>April: Rain Tree Café features the favourite Thai summer rice dish, <i>khao chae</i>, in international buffet at 570 baht.</p>	Expositives
<p>312. Holiday Inn Bangkok</p> <p>April: Café G features "7 days 7 ways 777 baht", an all-you-can-drink beer, wine and cocktails served with all-you-can-eat themed dinner buffet that varies each night.</p>	Expositives
<p>313. Amari Watergate</p> <p>April 26: Henry J. Bean's Bar & Grill is having a Summer Flirt party from 7pm-2am with live band music, dance with DJ, lucky draw and lots of fun games.</p>	-

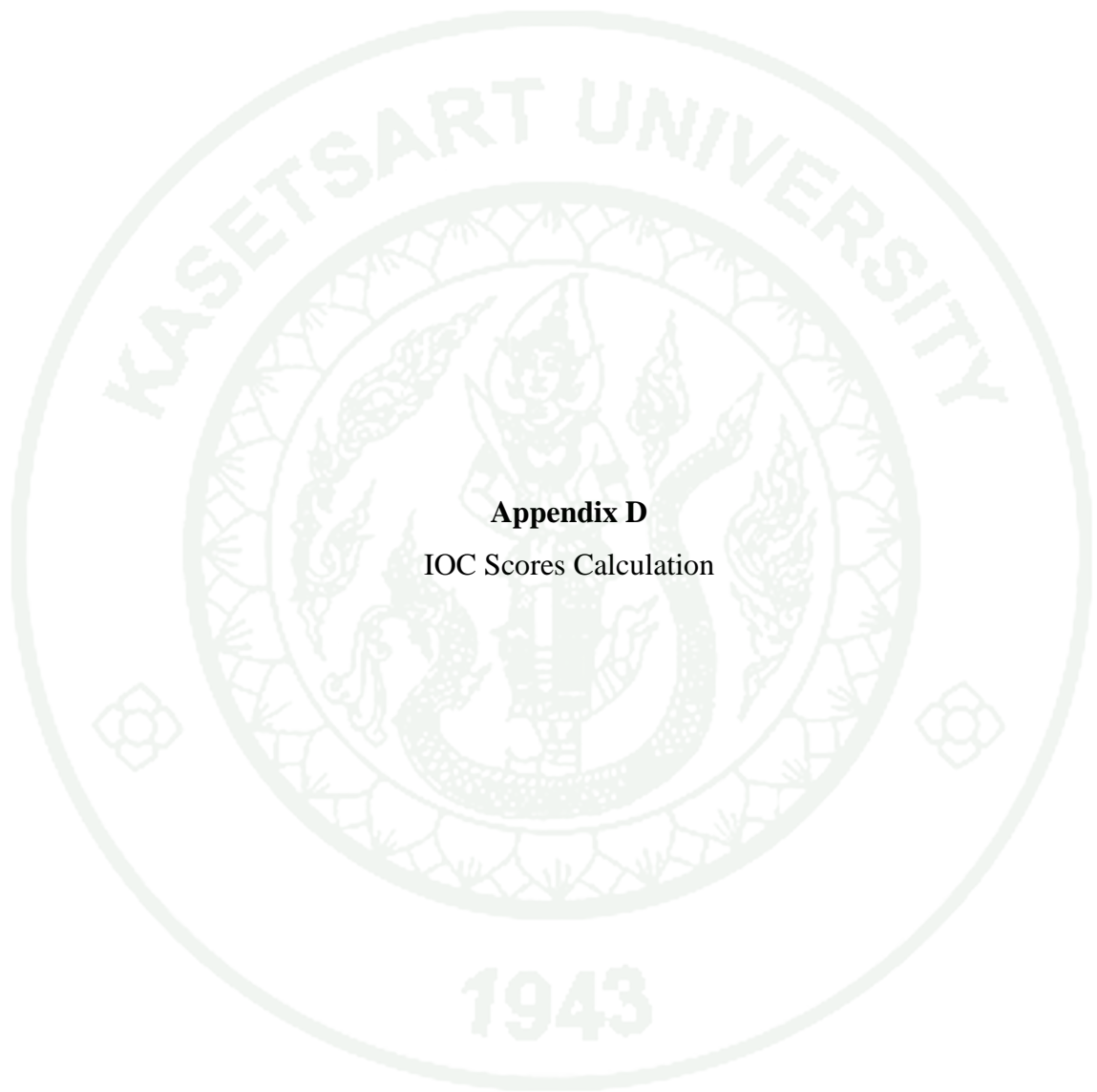
Appendix Table 11 (Continued)

Advertisement & Information	Type
<p>314. Indra Regent</p> <p>April: Botanica offers an international buffet and a la carte menu for lunch and dinner, plus a special mango menu with mango melba, mango split and sweet mango with sticky rice (160 baht).</p>	Exercitives
<p>315. Siam City</p> <p>April: Primavera chefs feature innovative potato gnocchi dishes such as pan-fried gnocchi with sage and truffle butter sauce, beetroot gnocchi with Italian sausage and radicchio gnocchi. Prices range from 310-350 baht.</p>	Expositives
<p>316. Radisson</p> <p>April: Fook Yuan highlights Sichuan cuisine such as the hot and sour Sichuan soup, deep-fried spiced chicken, stewed lamb with dried beancurd and more.</p>	Expositives
<p>317. Sofitel Centara Grand Bangkok</p> <p>April: Don Giovanni features new Italian-style seafood specialities. Hagi offers a weekend (Sat and Sun) a la carte buffet at 499 baht for both lunch and dinner. Le Danang features Vietnamese seafood cuisine from Haiphong.</p>	Expositives Exercitives
<p>318. Royal City</p> <p>April: Krua Khun Chai highlights healthy food with dishes such as salmon with lemon sauce, Caesar salad and more. Karaoke on stage entertainment is available daily (except Sun) from 6pm-1am.</p>	Expositives
<p>319. Dusit Thani Pattaya</p> <p>May: The Peak features chef Chi Tak Lai's fish creations such as pan-fried salmon with fruit mayonnaise, fish fillet soup with conpoy and dry rice fish, stuffed snow fish with Yunnan ham and more.</p>	Expositives

Appendix Table 11 (Continued)

Advertisement & Information	Type
<p>320. Pattaya Marriott & Spa</p> <p>April: Benihana's sushi chefs present special bento boxes with prices starting from 350 baht, available for lunch and dinner.</p>	<p>Exercitives</p>





Appendix D
IOC Scores Calculation

IOC Scores Calculation

Appendix Table 12 An Example of IOC Scores Calculation

Advertisements	Type	The First Reviewer	The Second Reviewer	The Third Reviewer	Average Score (IOC)
1. Landmark Bangkok					
Nov: The Atrium features a buffet lunch Mon-Sat at 750 baht, Sun brunch at 1,290 baht, buffet dinner Sun-Thur at 750 baht and Fri-Sat at 850 baht. Gold or platinum credit card holders get 40% discount on lunch and dinner.	Expositives	+1	+1	+1	1.00
2. Grand Hyatt Erawan					
Nov 5-30: The Chinese restaurant features hairy crab specialities such as shark's fin soup with hairy crab, braised hairy crab with tao miew, fried rice with hairy crab, E-fu noodles with hairy crab and more.	Verdictives	0	+1	+1	0.66
3. Royal City					
Nov: The Beer Terrace offers BBQ 2 in 1 at 395 baht. Enjoy 1 menu prepared in 2 styles while listening to live country music daily from 6pm-1am.	Commissives	0	0	+1	0.33

The schedule above shows the results of validation of the analysis of this study applied with IOC method created by Rovinelli and Hambleton (1977). In the advertisement (1), the score is “1” because the reviewers’ agree with the researcher. Therefore, the IOC score done by this calculation, $[(1+1+1) / 3]$, of the advertisement (1) is 1.00. The acceptable IOC value is at 0.50-1.00. It means that the analysis of the sentence (1) is acceptable. The score of the advertisement (2) is also acceptable because the score is more than 0.50. However, the score of the advertisement (3) is less than 0.50; therefore, the data has to be re-analyzed.

The Appendix 13 shows the validating check sheet for the experts.

Appendix Table 13 Information for reviewers for validating

Dear Experts,

My name is Mr. Chitphong Bhodhirangsiyakorn. I am a student of Kasetsart University at Bangkhen Campus. I am doing the research of “A Study on Speech Acts as Performative Utterances in Hotel Dining Business Advertisements in Bangkok Post Newspapers”.

The study aims to study the utterances of hotel dining business advertisements in order to explore the use of the types of performative utterances and its frequency. The hotel dining business advertisements are purposively selected from the Bangkok Post newspapers issued on Fridays from November 2007 to April 2008. As it was found from a preliminary survey that the advertisements presented in the Monday, Tuesday, Wednesday, Thursday, Saturday, and Sunday issues are mostly repeated the selected issues used in this study include only Friday issues in which the advertisements are not repeated. The section of the selected Friday issues is Real Time, and the selected part in Real Time is Hotel Dining.

The data included 359 hotel dining business advertisements. In order to save time for the experts, the researcher applied random quota sampling to select 93 advertisements for the experts to review.

The researcher expects that the result will be significant and useful for lecturers, advertisement writers, and the people involved in hotel dining industry. For lecturers, this study can help them understand speech acts in general and in a specific way; for advertisement writing, before teaching their students. For the advertisement writers, this study can help them understand the most appropriate type of performative utterances for advertisement writing. For the people involved in hotel dining industry, this study can help them understand the most appropriate type of performative utterances for encouraging or persuading the foreigners to use their service.

This study is a documentary analysis. In order to justify that the finding is valid and reliable, after finishing the data analysis, the researcher needs three experts to verify and to check the data analysis of the study.

Thank you very much for your consideration and contribution.

Sincerely Yours,

Mr. Chitphong Bhodhirangsiyakorn

Appendix Table 14 Speech Acts as Performative Utterances

Speech acts are publications of intentions; the primary aim of a speech act is to produce an object, the speech act itself, that is perceptible publicly, and in particular to the audience, embodying an intention whose content is precisely a recognizable performance of that verifies speech act (McDowell, 1998). There are five types of performative utterance: **verdictives**, **exercitives**, **commissives**, **behabitives**, and **expositives** (Austin, 1962).

Type	Meaning	Example
1. Verdictives	To give a verdict, grade, evaluation or appraisal.	“We find the accused guilty.”
2. Exercitives	To exercise powers, rights, and influences in warning, appointing, ordering, or advising.	“I pronounce you man and wife.”
3. Commissives	To promise or commit someone to do something.	“I hearby bequeath.”, “I’ll give you a million baht if you tell me the truth.”
4. Behabitives	To apologize, bless, curse, congratulate, or challenge.	“I apologize.”, “I’m sorry.”, “I beg your pardon.”, “Pardon me.”
5. Expositives	To show argument or exposition.	“I argue.”, “I don’t agree.”, or “I assume.”

Appendix Table 15 Findings of Reviewers Data Sheet**REVIEWER:** Ph.D. Watana Padgate, Ph.D. Usa Padgate, and Mr. Thanin Weeradet**DATE:** From the 22nd of June 2009 until the 14th of July 2009**DIRECTION:** To check the results from the reviewer's opinion.**+1 = Agree, 0 = Neutral, -1 = Disagree**

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
1. Landmark Bangkok				
Nov: The Atrium features a buffet lunch Mon-Sat at 750 baht, Sun brunch at 1,290 baht, buffet dinner Sun-Thur at 750 baht and Fri-Sat at 850 baht. Gold or platinum credit card holders get 40% discount on lunch and dinner.	Expositives	-1	+1	0
2. Grand Hyatt Erawan				
Nov 5-30: The Chinese restaurant features hairy crab specialities such as shark's fin soup with hairy crab, braised hairy crab with tao miew, fried rice with hairy crab, E-fu noodles with hairy crab and more.	Expositives	0	+1	0
3. Royal City				
Nov: The Beer Terrace offers BBQ 2 in 1 at 395 baht. Enjoy 1 menu prepared in 2 styles while listening to live country music daily from 6pm-1am.	Exercitives	-1	0	-1
4. Dusit Thani				
Until Nov 18: il cielo introduces daily seafood specials for dinner such as black mussels with roquet and red snapper relish, black ink seafood ravioli with lobster bisque and more.	Exercitives	-1	-1	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
5. Baiyoke Sky				
Nov: Special dishes of the month are fried river prawn with Chinese red wine (350 baht) at Stella Palace, and Greek salad (120 baht) at Sky coffee shop.	Behabitives	-1	-1	-1
6. Grand Pacific Sovereign, Cha-Am				
Nov: Fu Lue restaurant offers a 40% discount on dim sum menu at lunchtime and 20% discount on a la carte Cantonese menu for lunch and dinner.	Exercitives	-1	0	-1
7. Montien				
Nov: Jade Garden's special dish is the classic fish maw stuffed with shrimp and special XO sauce.	Behabitives	-1	-1	-1
8. Century Park				
Nov 22: Café at the Park features traditional Thanksgiving food such as roast turkey, pumpkin pie, oxtail soup and more in international buffet or a la carte menu.	Expositives	0	+1	0
9. Dusit Resort Pattaya				
Nov 22: Cascade restaurant celebrates Thanksgiving with an international dinner buffet centred around the traditional roast turkey plus a selection of appetisers, salads, freshly baked bread, cheeses, pastas, international dishes, and desserts at 676 baht, half price for children.	Exercitives	-1	0	-1
10. The Sukhothai				
Nov 24: Loy Krathong festivities will be celebrated in Celadon featuring a special set menu and Thai classical dance performance from 6:30am-10:30pm at 2,300 baht.	Exercitives	0	+1	-1
	Expositives			

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
11. Hyatt Regency Hua Hin				
Nov: Celebrate Loy Krathong at Talay Thai restaurant with a special set dinner, Miss Noppamas contest and traditional Thai dances from 7pm onwards – 1,599 baht, 699 baht for children.	Exercitives	+1	0	-1
12. Royal Orchid Sheraton				
Dec: Thara Thong features chef Charoensri Vatanayut's latest creations such as stir-fried beef sirloin with mussaman curry, fried marinated minced pork wrapped with egg noodles and more. In the evening, enjoy performance of classical Thai music.	Expositives	+1	+1	0
	Exercitives			
13. Chaophya Park				
Dec: Garden Court featues Australian lobster prepared in different styles for lunch and dinner.	Expositives	+1	+1	0
14. Landmark Bangkok				
Dec: Rib Room & Bar features a special Surf & Turf menu with classic dishes such as fresh Maine lobster served with prime chilled US beef and more.	Expositives	+1	+1	0
15. Pathumwan Princess				
Dec 13: It's a special Italian wine dinner at Loop restaurant featuring delicacies from Tuscany, Umbria and Sicily paired with fine wines from Cantine Terlano, Tua Rita, Le Macchiole, Sportoletti and Donna Fugata at 2,200 baht.	Expositives	+1	+1	0
16. Montien Riverside				
Dec: The Emperor's special dishes are wok-fried Hong Kong kale with yellow bean sauce, and wok-fried Chinese vegetables with crab meat and salted egg.	Behabitives	-1	-1	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
17. Holiday Inn Silom				
Dec: Tandoor features an Indian spicy Sun brunch with a variety of North Indian specialities accompanied by live Indian music at 450 baht.	Expositives	+1	+1	0
18. Century Park				
Until Dec 19: Café at the Park offers carved meats in the international buffet dinner. Specialities include roasted turkey, roasted leg of lamb, roasted strip loin and more. The price is 639 baht plus a “4 pay for 3” promotion.	Exercitives	-1	0	-1
19. Anantara Resort Koh Samui				
Dec 16 onwards: High Tide restaurant features rock oysters imported South Australian's Coffin Bay. Enjoy fresh and half-shell oyster prepared in 6 different styles-Full-Moon Inspired, Oishi Style, New Age Rockefeller, Natural Flavour, Down Under Kilpatrick and Asian Twisted. Prices start from 499 baht.	Expositives	+1	+1	0
	Exercitives			
20. Sheraton Grande Sukhumvit				
Dec 24-25: Rossini's features a festive buffet. Basil serves up Thai favourites. Orchid Café offers delicious dining for family and friends. There'll also be carol singers and a visit from Santa.	Expositives	+1	+1	0
	Exercitives			
21. Grand Hyatt Erawan				
Dec 24: The Dining Room has a lunch buffet at 750/399 baht and a festive dinner buffet with carol singers at 3,299/1,499 baht. Spasso offers an antipasto lunch at 699 baht and a festive Italian set dinner at 1,500 baht (1,000 net cover charge to join the Christmas Bling party. The Chinese serves festive set dinner at 1,888 and 3,500 baht. Erawan Tea Room offers an all-you-can-eat Thai dinner at 890 baht.	Exercitives	-1	0	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
22. Swissotel Le Concorde				
Dec 24: Fountain Café features a festive buffet dinner at 999/499 baht. Loong Foong offers an unlimited buffet a la carte at 620 baht. Takumi presents Japanese buffet a la carte style at 580 baht. There'll be carol singing and Santa's visits with gifts for kids.	Expositives	-1	+1	0
	Exercitives			
23. Mandarin Oriental Dhara Dhevi Chiang Mai				
Dec 24: Farang Ses offers a festive dinner menu at 5,800 baht. Akaligo has a gala buffet dinner at 5,000 baht. Farang Ses presents a candle-light dinner at 2,800 baht.	Exercitives	-1	0	-1
Dec 25: Enjoy Akaligo's jazz brunch buffet at 1,600 baht; and a candle-light dinner menu at Farang Ses for 5,800 baht.				
24. Windsor Suites Bangkok				
Dec 31: It's the Amazing Thai Night New Year's Eve party in the Petch-Pailin Grand Ballroom with a grand gala buffet, Thai dances, magic, acrobatic and cabaret shows, plus live music and many lucky draw prizes at 2,000 baht. Windsor Suites Café features a gala buffet dinner at 699/359 baht.	Exercitives	+1	+1	-1
	Expositives			
25. InterContinental Bangkok				
Dec 31: Fireplace Grill offers a 6-course set dinner at 3,999 baht. Espresso features a grand seafood buffet at 3,400 baht. Join the countdown at the Balcony Lounge with music from the Power Jam band at 500 baht with one drink.	Exercitives	+1	+1	-1
	Expositives			

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
26. Novotel Bangna				
Dec 31: The Square presents a grand gala buffet dinner featuring Asian and international food at 1,499/699 baht.	Exercitives	-1	+1	0
	Expositives			
27. Hyatt Regency Hua Hin				
Dec 31: Start the evening with cocktails at McFarland House, followed by a grand gala international buffet and be entertained by a variety of performances, including a dragon dance, an Arabian dance, a Bollywood dance and the Eighth Wonder of the World show as well as music from DJ Spin and the Hot to Trot band. Tickets cost 7,960/3,960 baht.	Exercitives	+1	0	-1
28. JW Marriott Bangkok				
Jan 18-Mar 31: Chef Aki, Tsu & Nami's head chef, presents his seafood from the cold water of Hokkaido, prepared as sashimi, grilled, steamed or teppanyaki style served with traditional sauces. Hokkaido seafood includes king crab, Hanasaki and hairy crab, surf clam, scallop and tsubu clam, kinki, shishamo smelt and Atka mackerel.	Exercitives	-1	0	-1
29. Pathumwan Princess				
Jan: Studio Bar celebrates the Latin American way of life the Peruvian way with Peruvian Pisco-based cocktails along with tasty Peruvian tapas, available daily from 11am-1am.	Exercitives	-1	0	-1
30. Anantara Resort Koh Samui				
Jan: High Tide restaurant features the Sawasdee rock lobster promotion. Priced at 580 baht for a set of 1 starter and 1 main course.	Expositives	+1	+1	0

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
31. Banyan Tree Bangkok				
Jan: Bai Yun introduces the sizzling hot Cantonese delicacies such as crisp fried Andaman prawn in chilli oyster sauce, barbecued Peking duck and suckling pig. Dim sum is also available.	Exercitives	-1	0	-1
32. Sofitel Centara Grand Bangkok				
Until Jan 19: Don Giovanni presents special foie gras dishes such as Alaskan king scallop and duck liver salad, roast foie gras with green asparagus and truffle and more.	Exercitives	-1	0	-1
33. Novotel Lotus				
Jan: Xing Fu features a dim sum buffet at 480 baht, available for both lunch and dinner, with a "3 pay for only 2" promotion.	Expositives	+1	+1	0
34. InterContinental Bangkok				
Jan: Espresso features a Sun jazz brunch from noon-3pm. Enjoy a grand seafood buffet including caviar and foie gras stations with live jazz from a trio band at 1,290 baht.	Expositives	+1	+1	0
	Exercitives			
35. Rama Garden				
Jan: Suiren features bento set menus with prices ranging from 250-290 baht. The daily Japanese buffet is priced at 390 baht for both lunch and dinner.	Expositives	+1	+1	0
36. JW Marriott Bangkok				
Jan-Feb: Chef Aki, Tsu & Nami's head chef, presents delicacies prepared from seafood from the cold waters of Hokkaido including king crab, Hanasaki and hairy crabs, surf clam, scallop and tsubu clam, kinki, shishamo smelt and Atka mackerel.	Exercitives	-1	0	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
37. The Sukhothai				
Jan: La Scala features game specialities for lunch and dinner such as seared venison carpaccio, pan-roasted quail in wine, grilled deer chop with black truffle mashed potatoes and more.	Expositives	+1	+1	0
38. Swissotel Le Concorde				
Jan: Fountain Café features an international buffet dinner with additional live-cooking pasta station at 550 baht, plus a “4 pay for 3” promotion.	Expositives	+1	0	0
39. JW Marriott Bangkok				
Feb 7: Man Ho offers festive set menus for 10 persons-Sawasdee Pee Mai (9,999 baht), Nguen-Thong Lai Ma (12,999 baht), Chok-Larb Mark-Mee (14,999 baht), Mung-Mee See-Suk (16,999 baht) and Rung-Leung Taloadpee (18,999 baht), for lunch and dinner.	Exercitives	-1	0	-1
40. Arnoma				
Feb 4-11: Good Earth features many auspicious Chinese menu and a festive Chinese New Year set menu priced at 9,999 baht/table of 10 persons.	Expositives	+1	+1	0
41. Peninsula Bangkok				
Feb 2-13: Mei Jiang offers 2 auspicious set menus-Fortune at 1,880 baht/person and Wealth at 2,080 baht/person. A la carte Chinese New Year specialities are also available for lunch and dinner.	Exercitives	-1	0	-1
42. Majestic Grande				
Feb 14: Sacz offers a special a la carte or set dinner menu including a glass of sparkling wine.	Exercitives	-1	0	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
43. Sukhothai				
Feb 14: Colonnade offers a Pan-Asian buffet dinner at 1,500 baht/couple. La Scala features a 6-course set dinner at 3,999 baht/couple. Celadon presents a Thai set dinner at 4,999 baht/couple. Lobby Salon serves a chocolate buffet from 2-6 pm at 850 baht.	Exercitives	-1	0	0
	Expositives			
44. Amari Don Muang Airport				
Feb 14: Henry J. Bean's Bar & Grill offers a special Valentine menu including 2 glasses of sparkling wine for each dining couple.	Exercitives	-1	0	-1
45. Sheraton Grand Laguna Phuket				
Feb 14: Puccini offers a 5-course set dinner with 2 glasses of champagne at 3,900 baht/couple.	Exercitives	-1	0	-1
46. Conrad Bangkok				
Until March 2: Italianate features chef Riccardo Pacifi's special pasta dishes such as seafood lasagnette, cocoa fettuccini in venison ragout and red wine reduction and more.	Expositives	+1	+1	0
47. Siam City				
Feb: Spice & Rice features recipes tender strawberries with the herbs and spices of Thai cuisine such as marinated chicken with strawberries and strawberry dip, stir-fried strawberries with pork and cashew nuts and spicy shrimp soup with strawberries.	Expositives	+1	+1	0
48. Mandarin Oriental Dhara Dhevi				
Chiang Mai				
Feb 19-23: Akaligo features a French food promotion with guest chef Benjamin Armstrong from the renowned La Compagnie des Comptoirs by the Pourcel brothers. A la carte menu and 2 set menus priced at 1,100 and 1,500 baht are available.	Expositives	+1	+1	0

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
49. The Oriental				
Feb: Lord Jim's presents an array of international cuisine and seafood buffet for lunch at 1,000 baht, 800 baht for children (1,300 and 1,100 baht for Sun); and a la carte menu for dinner.	Exercitives	-1	-1	-1
50. Century Park				
Feb: Café at the Park offers a daily international buffet at 399 baht for lunch and 639 baht for dinner with a "4 pay for 3" promotion.	Exercitives	-1	0	-1
51. Peninsula Bangkok				
Feb: Jesters restaurant features black truffles from Perigord region in France. Prices start from 1,180 baht.	Expositives	+1	+1	0
52. Westin Grande Sukhumvit				
March: The Med Serves French cuisine every Fri and Sat evening. Dishes include tomatoes and mozzarella with fresh basil leaves, beef and carpaccio with shaved parmesan, baked salmon with salt crust, grilled rock lobster and more.	Exercitives	-1	0	-1
53. Amari Atrium				
March: Mingles offers a new wrap-tsatzki wrap served with spicy salsa.	Exercitives	-1	-1	-1
54. Dusit Thani Pattaya				
March: The Peak Chinese restaurant presents a special oyster menu. Enjoy Tasmanian oysters, Sydney rock oysters as well as giant Thai oysters served at their freshest on ice during lunch and dinner.	Exercitives	-1	0	-1
55. Grand Millennium Sukhumvit				
March: MIT Noodle Bar presents a variety of noodles from around the world such as Thai rice noodle salad with beef, crab laksa, beef chow mein, Spanish ricotta ravioli with basil, angel hair pasta with black olive tapenade and more.	Exercitives	-1	-1	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
56. The Sukhothai				
March 10: It's Joh.Jos. Prum wine dinner at Celadon restaurant featuring a 5-course seafood dinner menu prepared by executive chef Nam Quoc Nguyen paired with fine wines from Joh.Jos. Prum Estate on the banks of the Mosel in Germany, priced at 1,950 baht.	Expositives	+1	+1	0
57. Grand Mercure Fortune				
March: World Restaurant One Rachada's special menu is Parma ham with asparagus, available for both lunch and dinner daily at 270 baht.	Behabitives	-1	-1	-1
58. Sofitel Centara Grand Resort & Villas, Hua Hin				
March: Experience the Café de Paris French-theme buffet dinner served in the Railway restaurant with live music at 1,400 baht net.	Exercitives	+1	0	-1
59. Sofitel Silom Bangkok				
March: Mistral features a Greek food festival buffet style with dishes such as veal in garlic and wine sauce, lamb and artichoke hearts, red mullet in tomato sauce and more at 598 baht for lunch, 698 baht for dinner and 798 baht on Sun.	Expositives	+1	+1	0
60. Indra Regent				
March: Botanica Buffet & Grill features an international buffet with a Thai noodles corner and fresh strawberry desserts, daily for lunch and dinner.	Expositives	+1	+1	0
61. Peninsula Bangkok				
March: To celebrate the Peninsula Bangkok's first decade, Mei Jiang, Jesters and Thiptara are offering a special celebration menu priced at 1998 baht/person daily.	Exercitives	-1	0	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
62. Westin Grande Sukhumvit				
March 23-24: The Med presents a special Easter dinner buffet with international food as well as festive items and fun games for kids at 1,100 baht.	Exercitives	-1	0	-1
63. Pathumwan Princess				
March: Kongju's special menus are goose liver Korean style and Korean spring salad. Order one dish from each promotional menu and receive an iced Korean punch.	Behabitives	-1	0	-1
64. Sofitel Centara Grand Bangkok				
Until March 29: Don Giovanni features lamb creations such as lamb leg ravioli with braised lamb jus, lamb consommé, sun-dried tomato crusted lamb loin and more.	Expositives	+1	+1	0
65. Sheraton Pattaya				
March: Executive chef Joel Vivian introduces his Asian tapas menu such as grilled wagyu beef strips with cashew nut satay, and scallop and nashi pear tempura as well as bento box, available Mon-Sat from 6-10:30pm at Latitude Lounge.	Exercitives	-1	0	-1
66. Sofitel Silom Bangkok				
April 1-8: Mistral features a Vietnamese promotion by guest chef Nguyen Thi Kim Hai from Sofitel Metropole Hanoi's Spices Garden restaurant.	Expositives	+1	+1	0
67. Indra Regent				
March: Botanica Buffet & Grill features international and Thai lunch and dinner buffets with special mussel promotion. A la carte menu is also available.	Expositives	+1	+1	0

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
68. Royal City				
March: Chiew Tien Lao offers more than 35 dim sum choices at lunchtime. Noodle dishes in Hong Kong and Shanghai styles are also available for lunch and dinner.	Exercitives	-1	0	-1
69. Imperial Queen's Park				
April: Les Nympheas's chef Mark Torche presents a special 4-course dinner paired with fine wines at 3,500 baht.	Exercitives	-1	0	-1
70. Arnoma				
April: Good Earth features snow fish delicacies such as thick snow fish soup with bean curd, steamed snow fish with soy sauce, sautéed snow fish with oyster sauce and broccoli and more.	Expositives	+1	+1	0
71. Amari Don Muang Airport				
April: Henry J. Bean's Bar & Grill features the new wraps menu. Choose between a light tomato mozzarella wrap or the spicy Isan chilli wrap.	Expositives	+1	+1	0
72. Amari Boulevard				
April: La Gritta's chef Francesco presents his Italian-style swordfish specialities prepared <i>la minute</i> .	Exercitives	-1	0	-1
73. Shangri-La				
April: Salathip features a wide selection of authentic Thai dishes and desserts for dinner. Special creation this month is the northern-style <i>khan toke</i> set menu. The dinner is accompanied by Thai classical music and dance nightly.	Expositives			
		-1	-1	0
	Behabitives			
74. Royal Princess Larn Luang				
April: Princess Café offers the favourite <i>khao chae</i> , served with a variety of side dishes at 180 baht/set.	Exercitives	-1	0	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
75. Novotel Suvarnabhumi				
Until April 16: Sala Thai restaurant features a special Songkran set menu plus a complimentary <i>khao chae</i> buffet at 380 baht.	Expositives	+1	0	0
76. Imperial Queen's Park				
April: The Lobby Lounge presents a high tea buffet from 2:30-5:30pm with choices of teas and coffee and assorted cakes and pastries at 450 baht.	Exercitives	-1	0	-1
77. The Sukhothai				
Until April 27: Celadon features the favourite Thai summer rice dish, <i>khao chae</i> served with traditional side dishes during lunchtime for 850 baht.	Expositives	+1	+1	0
78. Radisson				
April: Fook Yuan highlights Sichuan cuisine such as the hot and sour Sichuan soup, deep-fried spiced chicken, stewed lamb with dried beancurd and more.	Expositives	+1	+1	0
79. Pattaya Marriott & Spa				
April: Benihana's sushi chefs present special bento boxes with prices starting from 350 baht, available for lunch and dinner.	Exercitives	-1	0	-1
80. Montien				
April: Jade Garden's special dish is salmon with black pepper and abalone. Ruenton coffee shop's special dishes are <i>khao chae</i> and noodle soup with braised duck or braised pork spare ribs.	Behabitives	-1	-1	-1
81. Amari Watergate				
April 26: Henry J. Bean's Bar & Grill is having a Summer Flirt party from 7pm-2am with live band music, dance with DJ, lucky draw and lots of fun games.	Exercitives	-1	0	-1

Appendix Table 15 (Continued)

Advertisement & Information	Researcher's Opinion	Reviewers' Opinion		
		Ph.D. Watana	Ph.D. Usa	Mr. Thanin
82. Sofitel Centara Grand Bangkok				
April: Don Giovanni features new Italian-style seafood specialities. Hagi offers a weekend (Sat and Sun) a la carte buffet at 499 baht for both lunch and dinner. Le Danang features Vietnamese seafood cuisine from Haiphong.	Expositives	+1	+1	0

Appendix Table 16 The Findings after Calculation

The Results:	More than 0.5:	Less than 0.5:
After Making of IOC Calculation	12 th , 12 th , 13 th , 14 th , 15 th , 17 th , 19 th , 19 th , 20 th , 20 th , 30 th , 33 rd , 34 th , 34 th , 35 th , 37 th , 40 th , 46 th , 47 th , 48 th , 51 st , 56 th , 59 th , 60 th , 64 th , 66 th , 67 th , 70 th , 71 st , 77 th , 78 th , 82 nd	1 st , 2 nd , 3 rd , 4 th , 5 th , 6 th , 7 th , 8 th , 9 th , 10 th , 10 th , 11 th , 16 th , 18 th , 21 st , 22 nd , 22 nd , 23 rd , 24 th , 24 th , 25 th , 25 th , 26 th , 26 th , 27 th , 28 th , 29 th , 31 st , 32 nd , 36 th , 38 th , 39 th , 41 st , 42 nd , 43 rd , 43 rd , 44 th , 45 th , 49 th , 50 th , 52 nd , 53 rd , 54 th , 55 th , 57 th , 58 th , 61 st , 62 nd , 63 rd , 65 th , 68 th , 69 th , 72 nd , 73 rd , 73 rd , 74 th , 75 th , 76 th , 79 th , 80 th , 81 st
Total	32	61



Appendix E
Expert's Invitation Letters



English for specific Purposes Program
 Department of Foreign Languages
 Faculty of Humanities
 Kasetsart University

19 June 2009

Dear Associate Professor Watana Padgate

On behalf of the English for Specific Purposes program, Department of Foreign Languages, Faculty of Humanities, Kasetsart University, I'm writing to request your expertise to evaluate the analysing results in the thesis of Mr. Chitphong Bhodhirangsiryakorn, a master degree student in the ESP program.

Mr. Chitphong Bhodhirangsiryakorn is currently doing his thesis entitled "An Investigation on Speech Acts as Performative Utterances used in Hotel Business Advertisements in Bangkok Post Newspapers from January 2007 to January 2008" under the supervision of Dr. Wannana Soontornnaruerangsee. To guarantee the correctness of the researcher's analysis, the analysing results have to be validated from the experts.

Accordingly, we would very much appreciate your assistance in validating the researcher's analysis with regards to its reliability and validity.

If you have any questions or if you need further information, please feel free to contact Mr. Chitphong Bhodhirangsiryakorn by phone at (089) 643-7223 or email: fangtheangel@hotmail.com

We look forward to having you assist us as an honorary research reviewer.

Yours Sincerely

(Assistant Professor Pataraporn Tapinta, Ph.D.)

Head of ESP Program



English for specific Purposes Program
 Department of Foreign Languages
 Faculty of Humanities
 Kasetsart University

19 June 2009

Dear Assistant Professor Usa Padgate

On behalf of the English for Specific Purposes program, Department of Foreign Languages, Faculty of Humanities, Kasetsart University, I'm writing to request your expertise to evaluate the analysing results in the thesis of Mr. Chitphong Bhodhirangsiryakorn, a master degree student in the ESP program.

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We look forward to having you assist us as an honorary research reviewer.

Yours Sincerely

(Assistant Professor Pataraporn Tapinta, Ph.D.)

Head of ESP Program



English for specific Purposes Program
 Department of Foreign Languages
 Faculty of Humanities
 Kasetsart University

19 June 2009

Dear Mr. Thanin Weeradet

On behalf of the English for Specific Purposes program, Department of Foreign Languages, Faculty of Humanities, Kasetsart University, I'm writing to request your expertise to evaluate the analysing results in the thesis of Mr. Chitphong Bhodhirangsiryakorn, a master degree student in the ESP program.

Mr. Chitphong Bhodhirangsiryakorn is currently doing his thesis entitled "An Investigation on Speech Acts as Performative Utterances used in Hotel Business Advertisements in Bangkok Post Newspapers from January 2007 to January 2008" under the supervision of Dr. Wannana Soontornnaruerangsee. To guarantee the correctness of the researcher's analysis, the analysing results have to be validated from the experts.

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We look forward to having you assist us as an honorary research reviewer.

Yours Sincerely

(Assistant Professor Pataraporn Tapinta, Ph.D.)

Head of ESP Program

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