

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.

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