

# **A Stylistic Study of General Prayuth Chan-O-Cha's Speeches on TV Program**

## **“RETURNING HAPPINESS TO THE PEOPLE”**

วิจัยลีลาของพลเอกประยุทธ์ จันทร์โอชา  
ในรายการ “คืนความสุขให้คนในชาติ”

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### **Abstract**

This research aims to study the language style and interactions between General Prayuth Chan-o-cha and the Thai people by using Halliday and Matthiessen's interpersonal metafunction framework. The data sources are from “the Prime minister TV Program Channel” during 30th May 2010 – 7th October 2012. The totally number of the videos in this research were 106

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episodes. Data were divided into two sets, the qualitative data aiming at analyzing mood type, and subject person, while the second set was quantitative data used for the analysis of modality.

The result of this research revealed General Prayuth mentioned declarative clauses the most in the program. Concerning to subject person, General Prayuth used non-interactant subject person more than interactant subject person. This signifies that General Prayuth attempted to mention NCPO's action plan in various matters rather than communicate with the people. As for modality, General Prayuth employed probability the most in the program. Thus, it is evident that General Prayuth preferred to mention the probability of situations, troubles, and solution of various matters. The next frequency use was obligation which refer to the necessity of resolving various matters and making people understand the action plan of NCPO for alleviated the suffering of the people.

**Keywords:** stylistics, interpersonal metafunction, mood type, modality type, subject person

### บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาการใช้วัจนลีลาและการมีปฏิสัมพันธ์ของพลเอกประยุทธ์ จันทร์โอชาในรายการคืนความสุขให้คนในชาติ โดยเก็บข้อมูลจากช่องรายการโทรทัศน์ นายกรัฐมนตรี (2014) เป็นเทปบันทึกการกล่าวช่วงวันที่ 30 พฤษภาคม พ.ศ. 2557 – 7 ตุลาคม พ.ศ. 2559 จำนวน 106 ตอน แบ่งข้อมูลออกเป็น 2 ประเภทคือ 1. ข้อมูลเชิงคุณภาพสำหรับการวิเคราะห์ประเภทอนุพากย์

สถานะและคำบุรุษประธาน และ 2. ข้อมูลเชิงปริมาณที่นำไปประมวลวิเคราะห์ถึงค่าแสดงทัศนภาวะ

ผลการศึกษาพบว่า พลเอกประยุทธ์ใช้อูพากย์บอกเล่าจำนวนมากที่สุด คำบุรุษประธานที่ไม่แสดงถึงการมีปฏิสัมพันธ์ปรากฏมากกว่าคำบุรุษประธานที่แสดงถึงการมีปฏิสัมพันธ์ไม่มากนัก แสดงให้เห็นถึงความพยายามของพลเอกประยุทธ์ที่จะสื่อสารกับประชาชน ยังมีความต้องการกล่าวถึงปัญหาและนโยบายการแก้ไขปัญหาเป็นหลัก นอกจากนี้ มีการใช้คำแสดงทัศนภาวะความเป็นไปได้จำนวนมากที่สุดเพื่อแสดงถึงระดับความเป็นไปได้ของปัญหาหรือนโยบายแสดงถึงระดับความมั่นใจของพลเอกประยุทธ์ มีการใช้คำแสดงทัศนภาวะความจำเป็นลำดับถัดมา แสดงให้เห็นถึงความจำเป็นที่รัฐบาลเข้ามาแก้ไขปัญหาและทำความเข้าใจกับประชาชน

**คำสำคัญ:** วจนลีลา บทบาทและหน้าที่เชิงปฏิสัมพันธ์ อนุพากย์สถานะ คำแสดง ทัศนภาวะ คำบุรุษประธาน

## **Introduction**

In 2013-2014, Thailand's political turmoil was unable to be resolved. In order to end the issue and political violence, General Prayuth Chan-o-cha, Commander-in-Chief of the Royal Thai Army executed a coup d'état on May 22, 2014 and created the National Council for Peace and Order (NCPO) in order to take power from Prime Minister Yingluck Shinawatra's government. Afterwards, General Prayuth was promoted as 29th prime minister of Thailand on August 25, 2014 and served under martial law. On April 1, 2015, it was declared that section of 44 of the Constitution of the Kingdom of Thailand had replaced the

martial law. Effective political communication was the key factor that could make things proceed in a successful and progressive way throughout this crisis.

As a leader with a military background, he seized power from civilian government. The National Council for Peace and Order (NCPO) had a crucial political message following the coup in 2014, notably the television program production policy. Every Friday of the week, "Returning Happiness to the People" was live-streamed. From May 30, 2014, to October 7, 2016, General Prayuth Chan-o-cha served as the program's only moderator for the majority of the episodes. Moderator is the person who leads the information on the show. The researcher looked into stylistics and interactions between General Prayuth and People by applying interpersonal metafunction through mood type, modality and subject person in clauses.

Despite the fact that most shows just had one moderator, interpersonal metafunction confirmed that General Prayuth designed the program "Returning Happiness to People" to communicate with the people and report the outcomes of NCPO activities.

This research is useful to raise people awareness of the credibility of politicians' speeches. It revealed the identity and attitude of General Prayuth and showed the interaction between General Prayuth and the people through stylistics in the program.

## **Objectives**

To study stylistics and interaction between General Prayuth Chan-o-cha and the Thai people by deploying the Halliday and Matthiessen's interpersonal metafunction framework.

## **Literature Review**

This research studied stylistics by adopting stylistics and interpersonal metafunction framework as follows:

### 1. Stylistics

Stylistics is the study of the ways in which meaning is created through language in literature as well as in other types of text. Stylisticians use linguistic models as their analytical tools in order to describe and explain how and why a text works as it does, and how we come from the words on the page to its meaning (Norgaard, Busse & Montoro, 2010, p.1). In addition, stylistics has never been a discipline to stand still. It is a progressive discipline, meaning that it continually seeks to refine and update its principles in line with new knowledge in relevant fields ( Gibbons & Whiteley, 2018, p. 3-5).

### 2. Systemic Functional Linguistics

Systemic Functional Linguistics is the theory which study about making and expressing meaning of texts. The researcher used interpersonal metafunction framework to analyze mood type, modality and subject person to study stylistics and interactions

between General Prayuth and the People who watched the program from home.

### 3. The Research Related to Stylistics of Politicians

Anyanwu (2020) analyzed stylistics of Buhari's speeches in Nigeria during the Covid-19 pandemic by applying stylistics and systemic functional linguistics in the research. The result of the research revealed the intention and effective communication of Buhari's speeches by using appreciating, assuring, promising, and informing the purposes to achieve the speeches.

Bolarinwa (2016) studied language of politics in the acceptance speech of President Goodluck Jonathan by applying stylistics and political framework. According to Kamil (2007), describes stylistics as the study of style of language usage in different contexts. Orwell (1949) maintains that the vision of a society in which that state does control people through its deliberate manipulation of language is possible by introducing a turgid and jargonistic form of English, though laced with political propaganda. The result of the research revealed Goodluck used achievement and self-congratulation. There was promising and propaganda appeared in the speech for provocation opponents and call supporters.

Sarnackaite (2011) studied political discourse through nominalization by applying the concept of cohesion of the texts (Halliday & Hasan, 1976). The result showed there were 3 types of nominalization as follows: 1. Material suffixation divided into 11 groups 2. Convention means nominalization changes its

function without changing its form, and 3. Other cases of derivation.

Additionally, Gadavanij (2020) studied contentious politics and political polarization in Thailand: Post-Thaksin reflections by using political discourse for analyzing the research (Chilton, 2004; Van Dijk, 1997; Wodak, 2011). As the result, Thaksin's discourse constructed an ambivalent political identity through heterogeneity and dynamic use of 'we'. Various mechanism of legitimization secured his popularity and created a lasting bond with the people such as greeting words to unite and show informality to the people.

In conclusion, there are various research studying about stylistics of politicians such as famous foreign politicians, including Thai politicians. The stylistics of each person was remarkable and different. For instance, Anyanwu (2020) indicated Buhari showed confidence by using appreciating, assuring, promising, and informing the purposes to achieve the speeches. Bolarinwa (2016) concluded that Goodluck Jonathan used propaganda. Gadavanij (2020) revealed that Thaksin made dynamic use of 'we'. The researcher used this research as a guideline the study of General Prayut's stylistics by using interpersonal metafunction in the data analysis through the study of mood type, modality, and subject person on the TV program "Returning Happiness to the People".

4. The Research Related to Interpersonal Metafunction of Politicians

Ping & Lingling (2017) studied Hillary's and Trump's election speeches by using interpersonal metafunction through mood type, modality, and subject person. The finding showed Trump and Clinton used declarative clauses the most frequently to show the policies of the party. As for interrogative clause, Trump used it more twice than Clinton to tell the audience that their aims are to make the audience focus on the content of their speeches. And they did not expect to get any answer from the audience by asking the given questions.

As for modality, Trump and Clinton employed “will” “can” and “would” mostly. It showed both of them avoid using aggressive words in their speeches (Ping & Lingling, 2017). Carreon & Svetanant (2017) studied discourse analysis of Thai PM's political speeches aired on the TV program *Returning Happiness to the People* by applying political discourse analysis of Van Dijk. The finding revealed General Prayuth expressed probability and obligation modality the most such as “will”, and “must”. As a result of Thai version, General Prayuth used obligation a lot such as *จะ* ‘cha’(will), *ต้อง* ‘tong’(must), and *จำเป็น* ‘champen’ (must)

Chatchawan (2017) studied stylistics of General Prayuth on TV program “*Returning Happiness to the People*” by applying critical discourse analysis of Fairclough, systemic functional linguistics of Halliday, conceptual metaphor theory, and critical metaphor analysis through pronoun and social actor, and modality in the program.

The result indicated General Prayuth used the probability modality with a low modality value mostly such as “may”. This means that General Prayuth's rule of the country was hesitant. As for obligation modality, General Prayuth included strong obligation verbs such as “must” and “have to” to show the commitment of the NCPO to solve various problems and alleviate the suffering of the people in the country.

The result of subject person, Trump and Clinton used “I” mostly to narrow the gap between them and the people. Candidates must build their relationship with the people as close as possible to gain support during speeches (Ping & Lingling, 2017). Carreon & Svetanant (2017) indicated General Prayuth used *เรา* ‘rao’ (we) to unite people in the country. It refers that General Prayuth desired to speak about the solution to various problems.

Moreover, General Prayuth expressed “we” mostly in the program to imply that the people and the NCPO was on the same side (Chatchawan, 2017). It was divided into 2 namely: 1) General Prayuth and NCPO; and 2) General Prayuth, NCPO and people in the country. He used the first one more than the second to talk about NCPO’s actions. Furthermore, he used “I” the second most to show the positive image of NCPO that attempted to solve various problems, especially political turmoil.

The research mentioned above revealed stylistics studies by applying interpersonal metafunction. The result of the studies appeared similar, especially modality of politicians. There were a lot of obligation and probability modality used by

politicians. This refers to the fact that politicians preferred to mention the probability of situations, troubles, and solutions of various matters and the necessity of resolving various matters and making people understand.

## **Research Methodology**

### 1. Data Collection

The researcher observed the stylistics used by General Prayuth in his commentaries in the program that showed every Friday by accumulating data from “รายการโทรทัศน์ นายกรัฐมนตรี” (raikanthorathat nayokratthamontri) channel on Youtube. Throughout the broadcasts, General Prayut presented his persona and political messaging. He was typically the only moderator and this program made apparent his communication style. The recorded tapes of each broadcast ranged in length from 10 to 100 minutes. Data was gathered from the recorded tapes from May 30, 2014, to October 7, 2016, a total of 106 episodes from overall 122 episodes.

### 2. Data Classification

The researcher separated the data into 2 types, one for qualitative data. The researcher specifically selected data in the last week of every 2 months if at that time no episode met the criteria for data selection. The researcher shifted the data collection from the last week of every 2 months to week 3, week 2, or week 1 respectively with a total of 15 episodes.

The second set comprised quantitative data with a total of 106 episodes. The data was transcribed by VoiceNote II to Word. The researcher double-checked the accuracy of the data that contributed to the analysis process.

### 3. Data Analysis

The data was collected and transcribed into Microsoft Word. The researcher divided the data into two sets. The first set of the data, the qualitative, will be analyzed according to systemic functional linguistics by mood type and subject person, which were contained in the Microsoft Word program files. There were 15 files in total. The researcher brought these files to do clause boundary by applying the framework of Zlatev & Yangklang (2004, p. 174).

In the next step, the researcher specified clause numbering, classified mood type and subject person. All words including repeated words were counted to reveal the result of the study in terms of frequency.

Following the previous step, modality was analyzed through the quantitative data. The researcher used text document imported to R Studio and analyzed the data. Afterwards, the researcher classified modality type and modality value adopting the Matthiessen interpersonal metafunction framework in order to meet the objectives of study.

## Findings

### 1. Stylistics of General Prayuth on TV program “Returning Happiness to the People”

The results of the study were divided into 2 parts: mood type and modality as follows:

#### 1.1 Mood Type

Mood type was separated into 2 categories: 1) Indicative, and 2) Imperative. In this case, declarative clauses and interrogative clauses are terms in the systems of indicative type.

### Figure 1

Mood Type on TV Program “Returning Happiness to the People”

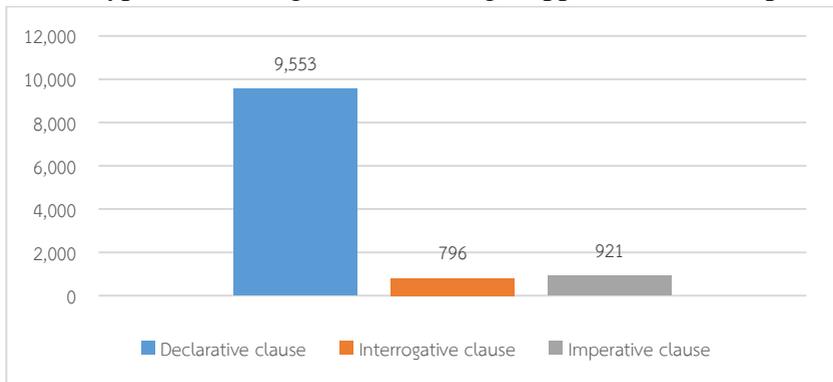


Figure 1 reveals General Prayuth employed declarative clauses the most, which accounted for 9,553 clauses. Interrogative clauses and imperative clauses appeared a similar number of times 796 clauses and 921 clauses, respectively. The prime minister expressed declarative clauses in order to declare

action plans on various matters when NCPO performed actions or solved problems. Moreover, the clauses were used to help people understand the actions and achievements of the government.

As for interrogative clauses, although the clauses convey a need for information or an answer to a particular subject (Halliday & Matthiessen, 2014, p. 136), General Prayuth employed interrogative clauses to attract the listener's attention as well as for the them to reflect on various matters that happened during that time.

It was also found that General Prayuth used imperative clauses the second most. They were divided into unmarked imperative clauses, which refer to imperative clauses that do not specify an operator in clauses, while marked imperative clauses specify the commander in clauses with requests and rejections appear in clauses. The requests that appeared at the beginning of clauses are: *ขอ* 'kho' (ask for), *ขอรับรอง* 'khorong' (request), and *กรุณา* 'karuna' (request). Moreover, there were the requests that appeared at the end of clause, such as ... *ขอเถอะ* '...sathoe' (request), and appeared at the beginning and the end of clauses including *กรุณา...เถอะ* 'karuna ... thoe' (request). In addition, General Prayuth mentioned negations that appeared at the beginning of clauses like *อย่า* 'ya' (do not), and *ห้าม* 'ham' (do not), and there were the negations and the request that appeared in clauses as *ขอรับรองอย่า* 'khorongya' (please do not). Rejections and negations appeared in the program to show NCPO needed cooperation from the people to follow the law.

## 1.2 Modality

Modality is the choice system of interpersonal metafunction which has the region of uncertainty that lies between ‘positive’ and ‘negative’. It was divided into 2 types: 1) modalization which divides into probability modality and usability modality, and 2) modulation which separates into readiness modality and obligation modality.

**Figure 2**

Modality on TV Program “Returning Happiness to the People”

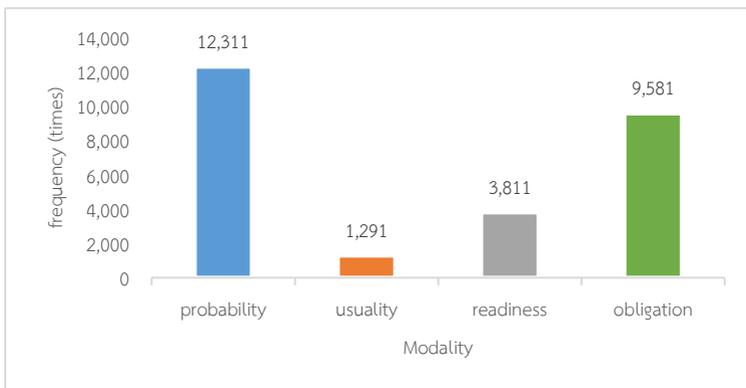


Figure 2 shows modality that occurred in the program.

General Prayuth employed probability modality the most, which accounted for 12,311 times signifying that General Prayuth preferred to mention the probability of situations, troubles, and solutions of various matters. The second was obligation modality of 9,581 times which refers to the necessity of resolving various matters and making people understand the action plan of NCPO. Readiness modality appeared 3 times more than usability modality. Readiness modality refers to the ability of NCPO to

perform actions in the country, while usability modality refers to the attention of NCPO to solve the problems in the country. All types of modality can classify into modality values except the ability modality. The details showed as follows:

### 1.2.1 Probability Modality

**Figure 3**

Modality Value of Probability Modality

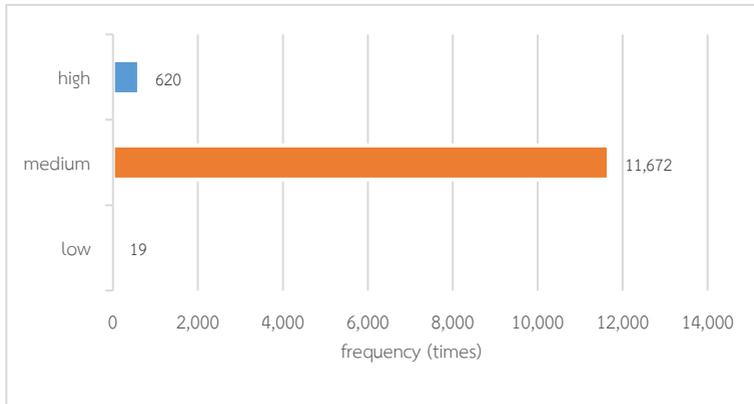


Figure 3 illustrates probability modality with modality value. It was found that General Prayuth used probability modality which had a medium modality value of 11,672 times, such as *อาจ* ‘at’ (maybe), or *อาจจะ* ‘atcha’ (maybe), etc. This implies that the contents that mentioned by General Prayuth in the program had medium level of possibility. It could not be guaranteed the contents will be accomplished. In addition, a high modality value of probability modality appeared in the program of 653 times, such as *แน่* ‘nae’ (certainly), and *แน่นอน* ‘naenon’ (certainly), etc. The result

of this research revealed that General Prayuth doubtfully governed the country by using a medium modality value.

### 1.2.2 Usuality Modality

#### Figure 4

#### Modality Value of Usuality Modality

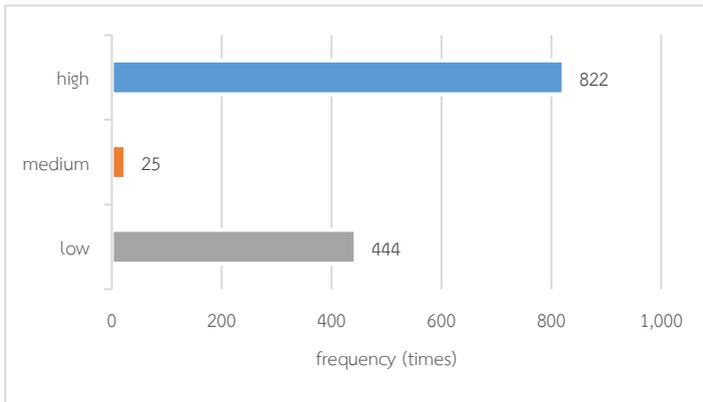


Figure 4 indicates modality value of usuality modality. Usuality is a type of modality, which describes the level of frequency of clauses. General Prayuth mentioned usuality which had a high modality value of 822 times such as *เสมอ* (samoe) (always), or *ทุกวัน* ‘tukwan’ (everyday) to show the high-level frequency of NCPO’s actions in the program and made the public acknowledged. As for usuality modality which had a low modality value, he mentioned it for 444 times such as *บางที* ‘bangti’ (sometimes), or *บางเวลา* ‘bangwela’ (sometimes) to show the low level of usuality.

### 1.2.3 Readiness Modality

Concerning to readiness modality, splits up into inclination modality and ability modality were found as described below.

#### 1.2.3.1 Inclination Modality

Inclination modality is the modality which shows the intention of speaker. The result is presented in Figure 5 below.

**Figure 5**  
Modality Value of Inclination Modality

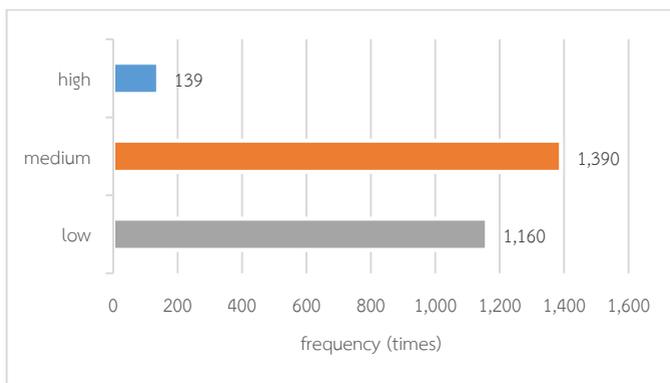


Figure 5 reveals modality value of inclination modality. A medium modality value and a low modality value appeared similarly, 1,390 and 1,160 times respectively. A medium modality value that he mentioned in the program such as *บ้าง* ‘bang’ (should), or *จะ...บ้าง* ‘cha...bang’ (would rather). There were a low level of inclination such as *ค่อย* ‘khoi’ (rather), or *เพียง* ‘phiang’ (only). This means General Prayuth informed the public that NCPO’s actions had low-level risk. They could solve the problems in advance.

### 1.2.3.2 Ability Modality

Ability is a type of readiness which shows the ability of clauses. Ability classifies into a medium modality value only such as *จะสามารถ* ‘chasamat’ (can), or *คงไม่สามารถที่จะ* ‘kongmaisamatticha’ (cannot). General Prayuth used ability to show the ability of NCPO in order to take actions especially political solutions in the country.

### 1.2.4 Obligation Modality

#### Figure 6

Modality Value of Obligation Modality

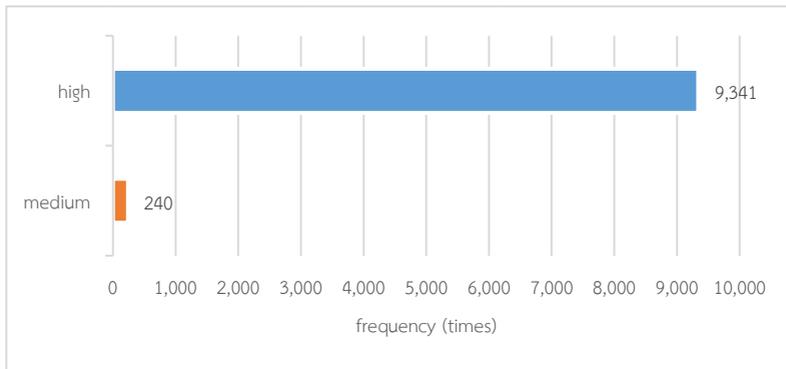


Figure 6 shows modality value of obligation modality. A high modality value of obligation modality appeared the most with a total of 9,341 such as *ต้อง* ‘tong’ (must), or *ควรจะต้อง...บ้าง* ‘kuanchatong...bang’ (must), etc. This result signifies that General Prayuth desired to mention the reason of coup in order to solve many problems and made people in the country understand.

### 1.2.5 Co-occurrence of Different Modalities

As the result, the data revealed different modalities of probability and obligation occurring in the same clause. This represents both the giving of information and level of urgency to provide solutions to various problems of General Prayuth to audiences.

## 2. Interaction between General Prayuth and the people in the program

In this topic, the researcher explains the findings about Interaction between General Prayuth and the people in the program as follows.

### 2.1 Subject Person

Subject person is the word functions as a subject in a clause. It was divided into 2 types, namely: 1. Interactant subject person is the subject represents interaction between speaker and listener, and 2. Non-interactant subject person is the subject represent the non-interaction between speaker and listener.

General Prayuth applied interactant subject person less than non-interactant subject person because the program “Returning Happiness to the People” was one-way communication and General Prayuth was the only moderator. This implies that General Prayuth exclusively desired to mention solutions of various matters rather than to interact with the people in the country. The detailed findings is indicated in Figure 7 below.

**Figure 7**

Subject Person on TV Program “Returning Happiness to the People”

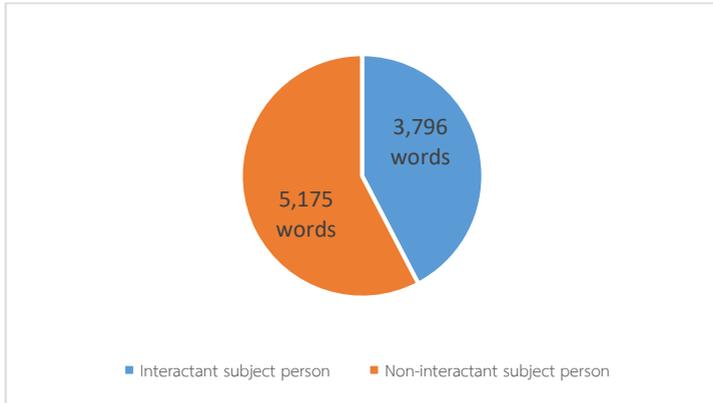


Figure 7 reveals subject person in the program. General Prayuth used interactant subject person less than non-interactant subject person with the frequency of 3,796 and 5,175 times respectively. Interactant subject person is used when the speaker wants to interact with the audience. It is divided into interactant subject pronouns such as *ผม* ‘phom’ (I), *ท่าน* ‘than’ (you), etc., and interactant subject nouns such as *คสช.* ‘kosocho’ (NCPO), *รัฐบาล* ‘rathaban’ (government), etc. As for interactant subject pronouns, General Prayuth chose the word *เรา* ‘rao’ (we) into 3 meanings depend on context as follows: 1) General Prayuth and NCPO; 2) General Prayuth, NCPO, and people; and 3) General Prayuth, NCPO, people, and foreign countries. He discussed the meaning of number 1 the most to show the action plans of NCPO to solve problems in the country. In addition, he mentioned *ผม* ‘phom’ (I) the secondly most to reveal his action plans.

With regard to non-interactant subject person, General Prayuth used *ฉัน* ‘man’ (it) the most to show the operations and solutions. Moreover, General Prayuth used *ท่าน* ‘than’ (him/her) to refer to the third person to show respect to the person that he mentioned.

## 2.2 Nominalization

Nominalization is classified as non-interactant subject noun because it is the word that functions as a subject in the clause and shows non-interactions between a speaker and listener. General Prayuth employs nominalizations for 165 times nominalization in 15 episodes of the program. The program “Returning Happiness to the People” was an official show, so General Prayuth used formal language to communicate with people in the country. Nominalization may appear in the same clause or different clauses. In addition, General Prayuth removed *การ* ‘kan’ and *ความ* ‘kwam’ from words, but those words still function as the subject of clauses, making them concise and easier for people to understand.

### Example 1

General Prayuth removed *การ* ‘kan’ in clause.

Original Text:                    ||| [192.1] *เราก็ต้องทำต่อ* || [192.2] *นี่เฝ้าก็ต้อง*  
*ผ่อนชำระ* || [192.3] (*๑=การ*) *เดินหน้าประเทศก็*  
*ต้องทำ* || [192.4] (*๑=การ*) *ลงทุนใหม่ก็ต้องลงทุน*

|| [192.5] แต่ (๑=มัน) ติดด้วยวงเงินเหล่านี้ ||  
 [192.6] ไปคิดเอาเอง ||

Transcribed Text: || [192.1] rao ko tong tham to || [192.2] nikao  
 ko tong chamra || [192.3] (๑ = kan)  
 doennaprathet ko tong tham || [192.4] (๑ =  
 kan) longthunmai ko tong longthun ||  
 [192.5] tae man tit duai wongngoen laoni ||  
 [192.6] pai kit ao aeng ||

Translate text: || [192.1] We have to continue || [192.2]  
 Old debt must be paid || [192.3] The  
 country must move forward || [192.4] New  
 investment must be made || [192.5] but the  
 financial amount was limited || [192.6]  
 think about it ||

The prime minister TV program channel. (2016, October 7).

*การ* ‘kan’ and *ความ* ‘kwam’ can appear in the same clause. They connect clauses and promote listeners’ understanding. However, General Prayuth used long nominalizations consisting of numerous syllables and multiple nominalizations in clauses, resulting in complexity or incoherence. As a result, people may wrongly interpret what General Prayuth wanted to say.

## **Conclusion**

This research aims to investigate stylistics and interaction between General Prayuth Chan-o-cha and the audience by adopting the Halliday and Matthiessen's interpersonal metafunction framework. The key findings reveal that General Prayuth mentioned declaration clauses the most in order to declare action plans on various matters when NCPO perform actions or solved problems, and to help people understand the actions and achievements of government. In addition, interrogative clauses were employed by General Prayuth to attract the listener's attention as well as for the audience to reflect on various matters that happened during that time. Regarding modality, obligation modality was the second-most frequently found. It was used to emphasize the necessity of resolving various matters and making people understand the action plan of the NCPO. However, probability was applied the most and this implies that the policies or solutions that he mentioned in the program might not be accomplished.

With regard to subject person, General Prayuth used interactant subject person slightly less than non-interactant subject person. The program "Returning Happiness to the People" was one-way communication and General Prayuth was the only moderator. This suggests that General Prayuth attempted to interact with people, and it represents his desire to mention solutions in various matters in the country.

As for nominalization, it is one of the remarkable stylistics features of General Prayuth's communication in the program. The program "Returning Happiness to the People" was an official show; thus, formal language was the common register to communicate with people in the country. These occurred frequently, including appropriate nominalization that was easy to understand, as well as ambiguous nominalization that was possibly confusing. The position of nominalization could appear in the same clause to show connected meanings in the clause, so that people could understand the speeches easily. Moreover, it could appear in different clauses or nearby clauses but cause people to barely understand the speeches or even misunderstand the information given.

## **Discussion**

### 1. Mood Type

Declarative clause appeared the most in the program which is in line with Matthiessen (1995, p.412-413) who described that declarative clause usually appears the most in all texts. This concurs with Ping & Lingling (2017), who concluded that Trump and Clinton mentioned declarative clause the most in their speeches to speak about the policies to attract the people's attention.

Furthermore, a similar pattern of the use of interrogative clause is obtained in Ping and Lingling (2017), indicating that interrogative clause might not convey a need for information or an answer to a particular subject, but aim at drawing attention of listeners instead.

## 2. Modality

Contrary to the findings of Pakin (2019) and Pawanarin (2016) who discovered that General Prayuth confidently ruled the country, we found General Prayuth's doubtful governing of the country by using a medium modality value.

Additionally, Carreon & Svetanant (2017) said that Prayuth used the words “will” and จะ ‘cha’ (will) to express a low level of probability modality. This is similar to Ping and Lingling (2017) revealed that Trump and Clinton also mentioned “will” the most to show a moderate chance of policies in speeches of the candidate president of the USA.

As for Bolarinwa (2016), President Jonathan employed the probability which had a medium modality value to make promises to people. However, the promises that he mentioned might not happen. Likewise, Chatchawan (2017), described that General Prayuth used the probability with a low modality value mostly such as “may”. This means that General Prayuth's rule of the country was hesitant and people in the country might be reluctant to trust him.

The result of this research is in accordance with Ping and Lingling (2017) who concluded that Trump and Clinton applied ability “can” to show policies and abilities of each own party.

Regarding the use of obligation modality, Pakin (2019) and Kornkanok (2015) concluded that General Prayuth attempted to show a positive image of himself to the people by

mentioning NCPO' s actions. Additionally, Carreon and Svetanant (2017) said that Prayuth used the words “must”, ต้อง ‘tong’ (must), and จำเป็น ‘champen’ (must) a lot to express the level of necessity as to why NCPO took power from the civil government, and they needed to solve problems in the country, especially the political conflict issue. Similarly, Chatchawan (2017) concluded that Prayuth included strong obligation verbs such as “must” and “have to” to show the commitment of the NCPO to solve various problems and alleviate the suffering of the people in the country.

In conclusion, this research is significant in raising people awareness of the credibility of politicians' speeches. It revealed the identity and attitude of General Prayuth and showed the interaction between General Prayuth and the people through stylistics in the program. For instance, appropriate nominalization was easy to understand, as well as ambiguous nominalization that was possibly confusing. Modality reveals the level of the speaker's attitude, the probability of situations, troubles, and solutions of various matters, or the necessity of resolving various matters. Additionally, the researcher recommended researching stylistics of General Prayuth by analyzing the foreign language in the program, or researching stylistics of another famous politician in Thailand.

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