

Ninunya Prachongchud 2010: An Analysis of the Mechanism of Thai Language Usage for Face Saving Act. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Siriwan Nantachantoon, M.Ed. 206 pages.

The purpose of this study was to analyze the mechanism of Thai language usage for face saving act. Hence, at the theoretical level we should attempt to identify those 4 main mechanism of Thai language usage. Research data has been collected from 5 television drama scripts taken from Mia-Luang, Caew-cai-rai-kap-kunjay-thevada, Sao-ha, Pracan-si-rung and Sap-phusa.

The result of the study found that most of the mechanism were used in Thai language in face saving act by Bald on record, Redressive on record, Off record and Withhold SFTA. In those 4 main patterns, there were 17 subordinate mechanism of verbal language: refuse and giving the reason, recrimination, self-praise, referring to others, comfort, asking for sympathy, challenging, using calling-exclaiming, threat, irony, hedging, giving new information, stating that there is no sufficient information, speaking comparison, changing topic in conversation, ordering and using rhetorical question. Moreover, it was found 4 subordinate mechanism of non-verbal language by laughing, calming, haptics and oculesics.

Furthermore, with regard to the 4 main mechanism of Thai language usage in face saving act, the analysis showed that the recrimination of Redressive on record was found to be most common among all those mechanism 16.42 percent. Secondly by using rhetorical question of Off record 12.96 percent and thirdly by calming of Withhold SFTA 10.08 percent.

In addition, it was found using both verbal language and non-verbal language. Verbal language usage was the most Asking Word 19.9 percent. The second was using Negative 10.60 percent, and third was found using verb of 6.87 percent. Non-verbal language was the most common found by using calming 10.02 percent. Secondly found was using a slap 4.87 percent and thirdly by using staring was 4.58 percent respectively.

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