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PRAPAIPAN PHINGCHIM : QUESTIONING STRATEGIES IN TWO
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The present study aims at examining questioning strategies adopted in two types of television interview - - the image-projecting interview and the fact- seeking interview. The data includes 10 Twilight Show interviews and 10 ITV Talk interviews.

It is found that the interviewers of the two programs adopt various questioning strategies to achieve their ends. Interrogatives as well as affirmatives are used for asking questions. The eight questioning strategies adopted are stating an information-checking question, guiding to a certain answer, pressing for an answer by a follow - up question, restating a question, repeating a question, stating an asserting as provocation, using hypothetical question, and stating counter evidence. The supportive strategies are adding information, repeating an answer, praising, teasing, and cutting irrelevant response short.

A contrastive study shows that the interviewers of the two programs prefer different strategies. The most preferred strategies in the image-projecting interviews are stating an information-checking question, guiding to a certain answer, adding information, repeating an answer, praising, and teasing, while the most adopted strategies in the fact- seeking interviews are pressing for an answer by a follow- up question, restating a question, repeating a question, stating an asserting as provocation, using hypothetical question, stating counter evidence, and cutting irrelevant response short.

That the two interviewers adopt different strategies can be explained by the differences of the interviewing contexts, especially the participants' attitudinal alignment. In Twilight Show interview, the interviewee cooperates in answering questions throughout the program. The pairs of question-answer often found are of the complete type . The strategies needed are only those that make answers sound better. On the contrary, in ITV Talk interview, the interviewee cooperates less. Thus, the adopted strategies tend to be ones that force and press for an answer. And the pairs of question-answer frequently found are of the continued typed.

ภาควิชา.....ภาษาไทย
สาขาวิชา.....ภาษาไทย
ปีการศึกษา.....๒๕๔๒

ลายมือชื่อนักศึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....