

SAKSITH LIMKULACOMN : STRATEGIES OF WORD USE IN THAI IN TELEVISION  
AND MAGAZINE ADVERTISING. THESIS ADVISOR : ASSO.PROF. AMARA  
PRASITHRATHSINT, PH.D. 123 pp. ISBN 974-579-672-7

The purpose of this thesis is to analyze strategies of word use in Thai in television and magazine advertising and to compare the strategies in both media.

The analysis is based on 120 television commercials and 120 magazine advertisements of the same products dated from January 1, 1987 to December 31, 1989.

The results reveal that in creating a copy, the copywriter uses several various linguistics strategies; namely rhyming, which is divided into two types : rhyme and alliteration ; repetition, which is classified into three types : immediate repetition of words, word-block repetition, and repetition interrupted by a pause; slang usage divided into slang proper and slang by context ; use of foreign words; and incongruity of collocative meaning. All these strategies make the Thai advertising language deviate from the normal variety of Thai.

In comparing the use of the strategies, either altogether or one by one, it is found that there is no statistical difference among the frequencies of strategies used in the two media, with only one exception, i.e. the use of foreign words, which occurs more in magazine advertising than in television advertising. This may be because using foreign words in the TV commercials is limited by the Board of Radio and Television Administration.

In addition, it is found that the language in the TV commercials does not vary according to the kind of product advertised. However, in the magazing advertising, most of the strategies, i.e. rhyming, repetition, and the use of foreign words, vary according to the kind of products advertised. The strategies which do not vary according to the kind of products advertised in magazine are slang usage and incongruity of collocative meaning.