

Mookda Singhaboon 2011: A Study of Phraphrom Mangalacharn's Language Usage, Contents of Sermons and Preaching Strategy. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Associate Professor Chalor Rodloy, M.A.T. 182 pages.

The purpose of this research was a study of Phraphrom Mangalacharn's Language Usage, Contents of Sermon and Preaching Strategy, that promotes and raises level of interest in Dharma books amongst the Buddhists, by using descriptive analysis of secondary data gathered from the series of Dharma heritage books, 7 series. were used; good speaking, good doing, good thinking, Dharma for household, Dharma for the world, Dharma govern for the minds and Dharma for life.

The result shown that 8 types of wording were used; the most used are duplicate words, followed by couplet words, idiom, oration metaphor, a foreign language: English and Chinese, interjection, proverb and aphorism, respectively.

Most of the contents are knowledgeable, spirit sustaining, persuasion and providing words of wisdom respectively. As for the contents including knowledge, the most found were good thinking followed by doing good and Dharma govern the minds, good speaking, Dharma for household, and Dharma for the world respectively. In the aspect of persuasions the most found are good speaking, doing good, Dharma for household, Dharma for life, good thinking and dharma govern the minds respectively. In terms of spirit sustaining the most found are Dharma for life, good speaking, doing good, good thinking and Dharma for household, Dharma govern for the minds and Dharma for the world , respectively. The words of wisdom mostly found are Dharma for the world followed by doing good respectively.

In term of propose sermon usage has 4 style as the most of motivation affair in good doing topic and speaking forthrightly topic in Dharma for life and reference background of the stories most in the good speaking topic and to make frankly speech in Dharma for household in including a good eulogize words in Dharma govern the minds. For the approach of text of dharma figure speech were most preach words in good speaking and most related words in Dharma for household. In summarizing the topics use to unravel of a scene tactic in good speaking and make puzzle in good thinking.

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Thesis Advisor's signature