

Patthararat Vichayawong 2010: The Use of Thai Language in Periodical “Public Relation Siriraj”. Master of Arts (Thai Language), Major Field: Thai Language, Department of Thai Language. Thesis Advisor: Assistant Professor Bunler Jaimano, Ph.D. 124 pages.

The purpose of this research was to study Thai language use in terms of vocabulary, sentence structure, rhetoric and content in the periodical “Public Relation Siriraj” The research results found that there was the use of transliteration word at most. The second was the abbreviation word and cut-word. The third was slang word and the fourth was specific word about career, respectively. About the use of sentences, the results found that there was the informative sentence at most. The second was the question sentence and the third was the affirmative sentence.

For the use of phrasing word , the research results found that narrative and preaching phrase was used at most. The second was descriptive phrase and the third was expressive phrase. Furthermore, in terms of relevant content in a journal. The results were as following ;

1. The policy and objective division with contents, the results found that there were
1) general information service for staff officers 2) information service about the treatment
3) information service about medical and academics. 2.Content division, corresponding with objectives and contents, the results found that both of division relies each other. About the policy and objective division, the results found that an author used contents which is corresponding with an information as following; First, knowledge content concerning with an information about treatment and general information service for staff officers. Second, knowledge content concerning with an information service about medical, education and academics. Third, persuasive content concerning with a general information service for staff officers, particularly in parts of public relation that the purpose is to participate with organization’s activities. Fourth, entertaining content corresponding with a general information service for staff officer in parts of verse.

Student’s signature

Thesis Advisor’s signature