TABLE OF CONTENTS

	Page
Acknowledgement	iii
Thai Abstract	iv
English Abstract	vi
Table of Contents	viii
CHAPTER 1 INTRODUCTION	
1.1 Rationale	1
1.2 Purpose of the Study	4
1.3 Potential Benefit of the Study	4
1.4 Method and Scope of the Study	5
1.5 Definition	5
CHAPTER 2 LITERATURE REVIEW	
2.1 Theoretical Framework	7
2.1.1 Analysis of Communicative Events 2.1.2 Formal Links and Contextual Links	7
2.1.2 I official Effice and Contextual Effice	9
2.2 Previous Studies	12
2.2.1 Previous studies by international scholars	12
2.2.2 Previous studies by Thai scholars	16

CHAPTER 3 METHODOLOGY

3.1 Research Method	20	
3.2 Scope of the Study	20	
3.3 Procedures	20	
CHAPTER 4 ANALYSIS		
4.1 Analysis of Communicative Events principle in <i>Media Discourse</i> (1995)	5)	
by Norman Fairclough.	22	
4.2 Formal Links and Contextual Links Principles in Discourse Analysis by		
Guy Cook.	33	
4.2.1 Word Choice	33	
4.2.2 Signs	40	
4.2.3 Schematic Knowledge	42	
CHAPTER 5 CONCLUSION AND DISCUSSION		
Copyright by Chiang Mai Universi		
5.1 Conclusion	46	
5.2 Discussion 1 S Me S e M e	47	
5.3 Recommendations	48	

References	49
Appendices	52
Appendix A	53
Appendix B	67
Curriculum Vitae	87

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่ Copyright[©] by Chiang Mai University All rights reserved