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**AN ANALYSIS OF TEXTUAL EVIDENCE: THE CASE OF THE SOUTHERN
CONFLICT AND DISCURSIVE DISCRIMINATION**

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ABSTRACT

An Analysis of Textual Evidence: The Case of the Southern Conflict and Discursive Discrimination

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This research paper investigates the phenomenon of ethnic discrimination found in the articles from three Thai newspapers. The researchers selected media texts of newspaper genre in three bestselling newspapers: *Thairath*, *Dailynews*, and *Kom Chad Luek*, with the purpose of examining cases of stereotypical reporting about minority groups. The incident of Thailand Southern conflict, highlighting three major events – Gun-robbery, Kruse Crackdown, and Takbai demonstration, reported by the three newspapers were gathered to provide case study of a collision between a majority and minority group which is narrated through the dominant group's view point. We apply the framework of Critical Discourse Analysis (CDA) to analyze the latent ideology concealed in the dimensions of the media text production and consumption, text, and sociocultural practice. Whereas in the stage of text analysis, the researchers strategically adopted linguistics choices in order to answer our research question of how the demonstration of discrimination could be expressed in the media output.

The researchers do not attempt to prove that newspapers as an institution reproduce the condition of discriminatory violence, rather we focus on what is the discriminatory feature found in the media output. The study revealed that, choice about the representation of actions, actors, and event; active voice is frequently used in the media text to narrate any stories by representing the origins and receivers of the event. Also, choice about naming and wording; dysphymism is a prominent rhetorical tactic to create a negative image of the person thus called. In addition, choices about incorporating and representing other voices is frequently employed to support the reliability of the writers' story due to most of the selected voices being those with high positions in the State administration.

It is argued that linguistic features play their role to serve the theme presented in the articles from the three newspapers. Metaphor appears in choices about naming and wording to portray the image of the conflict as a war between the nation's security and the state's enemy. Simultaneously, the identities of the participants are divided into three main groups of people: the local perpetrators, the government officers, and the reporters.

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