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**REFLECTION OF GOVERNMENT' S POLICY ON NEWS BROADCASTING:
AN ANALYSIS OF CHANNEL 11 NEWS DISCOURSE**

SUBMITTED TO

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I hope that this research paper could be a source of secondary data for interested persons in researching and studying linguistic features and strategies based on Critical Discourse Analysis framework.

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ABSTRACT

Reflection of Government's Policy on News Broadcasting: An Analysis of Channel 11 News Discourse

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This research paper examines the role of a government-owned television network in creating positive image for the government by using linguistic strategies during news program. The research collected news genre from the evening news edition of Channel 11, a television network established and operated by the Royal Thai Government in 1933. The purpose of this study is to analyze the linguistic features used in the news genre relating to government activities and policies on the three southern provinces of Thailand. The Critical Discourse Analysis (CDA) framework is used to analyze the dimensions of social practice, production and consumption of text and text. In the stage of text analysis, the researcher adopts linguistic and lexical choices to respond to the research question of how the government-owned media strategically uses linguistic strategies to create positive image for the government.

This research paper does not attempt to provide the impact of the news genre on the society as whole. However, the study attempts to analyze the linguistic feature news scripts of the evening news edition of Channel 11. The study found that choices about the representation of actions, actors, events; active voice is apparently more frequently employed than the passive form of storytelling. An active voice in one event is represented as having an origin and a receiver, an agent and a patient. Also, choice about naming and wording; euphemism is a figurative expression which is used to avoid an offensive expression. The euphemism enhances the government's good image by rewording negative events into less objectionable ones. To increase creditability of the news, choice about incorporating and representing other voices is frequently employed to create reliability of information. For an analysis of lexical choice section, the study found that only wordings that contain positive meanings are employed in the news scripts in order to deliver messages from the government to the audience in a way that creates good image for the government.

The research paper can be summarized that the evening news edition of Channel 11 produced by the Public Relations Department (PRD) tends to utilize wordings that create

positive image to the government in order to create public confidence and participation in dealing with the violence. In addition, a lack of transparency and communication by the government could lead to misunderstanding about the nature in the southern area, which can greatly damage the country's reputation if the government activities are misrepresented. Therefore, the PRD is serving its role as the mediator between the government and the public in ending the conflict in the southern area.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	I
ABSTRACT	II
Chapter I: Introduction	1
Chapter II: Literature Review	4
2.1 An overview of the three southern provinces of Thailand	4
- The historical perspective of the southern conflict	5
- Problems from governing the southern provinces	6
- Escalation of violence	7
- The coup and the insurgency	8
- The Southern violence in 2006 after the coup	9
2.2 Mass media as the mediator of reality	11
- Critical Political Economy Theory	13
- Hegemony	14
- The Birmingham School	15
2.3 Critical and Non-critical language theory	16
- Discourse	16
- Critical Discourse Analysis	17
- Schemata	20
- Lexical Choice	21
2.4 Previous related studies	21
Chapter III: Methodology	24
Theories and Data Search	24
Data and Method	24
Analytical Framework	25
Chapter IV: Data analysis and Findings	31
4.1 Socio-cultural practice	31
4.2 Discursive practice	33
- The production of media text	33
- The consumption of media text	34
4.3 Text analysis	35

4.3.1 Choices about the representation of actions, actors, events	35
- Passive voice without an agent	35
- Passive voice with an agent	36
- Active voice	36
4.3.2 Choice about the representation of knowledge status	42
4.3.3 Choice about naming and wording	43
- Euphemism	43
4.3.4 Choices about incorporating and representing other voices	44
4.4 An analysis of lexical choice	55
4.4.1 The lexical items used to create good image for the government	55
- Items that present the government as open-minded, transparent, and accountable	55
- Item that presents the achievement of the government	58
- Items that show the government's capacity and potential	59
- Items that present intention of the government	62
- Verbs creating sense of certainty	64
4.4.2 Labels	69
Chapter V: Discussion	71
5.1 The choices most employed in the news scripts	71
- Choices about the representation of actions, actors, and events	71
- Choices about naming and wording	71
- Choices about incorporating and representing other voices	72
5.2 The lexical choice most employed in the news scripts	72
- Items that present the government as open-minded, transparent, and accountable	73
- Items that show the government's capacity and potential	73
- Items that present intention of the government	73
- Verbs creating sense of certainty	74

5.3 The remarkable theme presented in the data	74	
- The government's image representation	74	
Chapter VI: Conclusion	76	
Contribution	77	
Recommendation for further research	77	
Limitations	77	
Appendix		ap-1
		ap-2
References		