

**Discursive Strategies Used in Thai Daily Newspapers: A Case of
the Government's Water Management News**

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ABSTRACT

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Drawing upon Critical Discourse Analysis (CDA), this study investigates the discursive strategies used by Thai daily newspapers to present news about the government's water management. The purposes are 1) to identify discursive strategies employed in the presentation of the government's endeavor to manage the water crisis in 2011, 2) to find out which the discursive strategy predominates in this presentation and 3) to investigate the functions of these strategies in constructing the public's image of the government. In all, 30 extracts of the government's water management news are gathered from the 3 Thai daily newspapers, Thairath, Daily News and Khaosod from November 1, 2011 to February 29, 2012.

The present study is conducted on 2 levels. At the macro level, it adopts Fairclough's Critical Discourse Analysis (CDA) framework and van Dijk's Sociocognitive Approach (SCA) to reveal the dialectical relationship between the discourse of the news and society. At the micro level, the text is analyzed by using other approaches evolving around the concept of discursive strategies to identify the discursive strategies employed. The finding indicates that 10 discursive strategies are used, namely 1) transitivity, 2) choice of representing others voices, 3) naming, 4) metaphor, 5) assimilation, 6) impersonalization, 7) exclusion, 8) verb creating government's credibility, 9) choice of backgrounding action and 10) negative lexicalization. These strategies have different communicative functions to help text

producers achieve their aims in influencing and shaping audiences' perceptions regarding the government's water management scheme.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

At present, the world is experiencing an environmental transformation, as seen in the phenomena of global warming and climate change. Climate change ultimately produces increases in rainfall volume, stream flow and sea level. These changes certainly lead to more flooding (Southeast Asia START Regional Center, 2011). Thailand is one such country experiencing this phenomenon. From August through December 2011, a change in climate arising from global warming, together with a typical monsoon season, such as tropical storm Haima, Nock-Ten, Haitang, Nesat and Nagae caused abnormal falls of rains in many areas. The prevalence of these tropical storms then accelerated the severity of the rainfalls which brought an inundation across the Northern, Northeastern and Central portions of Thailand (Pollution Control Department, 2012). In addition to the heavy rainfall, the water management of the current government was one of the factors causing the 2011 inundation (Ziegler et al., 2012). Consistent with the work of Kumnai Apiprachyasakul (2012), from January to October 2011, rainfall in the Northern and Northeastern provinces and provinces located in the Chao Phraya river basin did not bring on the 2011 Thailand flooding crisis, rather it was the government's inability in water management that caused this crisis (Kumnai Apiprachyasakul, 2012).

This severe disaster was reported continuously through the mass media, including the newspapers. Thus, during this time, newspaper reporting has played an essential role as it could be a medium of communication between the government and the people in order to deal with the problems caused by the flooding. Nonetheless, the newspaper coverage may not be based only on facts but also on journalism's perspectives (Bennett, 2007). That is, in some cases, the press turned vehemently

politicians' failures. Therefore, the people's perceptions of the flooding issue may not only be shaped by their direct experience and the impressions received from other individuals but also by the newspapers.

Interestingly, this study explores ways in which language is used in the Thai daily newspapers to report the news of the government's water management. Specifically, it will examine headline, subhead (lead) and body of the news in order to find out the strategies employed discursively to shape people's perceptions. In addition, the study is premised on the assumption that the language used in the Thai daily newspapers reflects asymmetrical power in controlling people's perceptions.

1.2 Research Rationale

As a most efficient form of communication (Anuta Numnuan, 2007: 1), a newspaper has played an essential role as a public representative in monitoring the government's work, particularly in democratic systems. As such, in a democratic society, the newspaper is one of the most dominant forms of connection between people and government. Its task is the gathering and communicating of information to the public, gathering up-to-date information as well as informing the government to know the people's needs.

Thailand is one such country which is ruled by the democratic system. Certainly, the Thai daily newspaper has also played an important role in reporting news about the government's work. The roles of Thai daily newspapers, according to Phitsanu Thepthong (2004: 5) will flow in two-way interactive communication: from government to public and vice versa. Through newspapers, the government can give people a piece of information in the same way that people could inform the government of their troubles. Moreover, Ekkachai Sangsoda (2004: 2) explains that the newspaper is considered as one of the social mechanisms that mutually connects governments and people, particularly, in the democratic system, where it is believed people's opinions are the most important. According to Seymour-Ure (1968: 15-19), the roles of newspapers toward the political system areas are as follows:

1) The newspaper is a medium used to communicate between the government and people. Its roles are to propagate information and opinion for both sides (government and public) and to report what is going on in society.

2) The newspaper creates a referendum to allow people to express their opinions in terms of a country's development and affairs.

3) The newspaper is a guardian maintaining people's benefits and examining if politician's behavior is sincerely working for the public.

These are the prominent features of newspapers that many studies use as data to conduct research inquiries in several fields. However, the most important reason this study is concerned about the news in the press is because it is a particular type of mass media that can dominate people's minds, attitudes and behaviors through the use of language (van Dijk, 2008). Language is not only a channel through which information about mental states and behaviors or facts about the world is shared, but also is a "machine" that generates and, therefore, constitutes the social world which can extend to the constitution of social identities and social relations (Jorgensen and Phillips, 2002). As a result, in newspaper organizations, a dominant group, such as journalists, usually are involved in processes of reproduction of their power through language use. This group tries to persuade, instruct and use other social practices to influence the knowledge and belief of the recipients. As a part of media, newspapers can constitute an important and extremely visible element in society; people are influenced by the news they read or see it.

In an attempt to disclose the ways in which the language used in newspapers exerts a power, Critical Discourse Analysis (CDA) and Sociocognitive Approach (SCA) are selected to be the main analytical frameworks for analyzing the discursive strategies used in the Thai daily newspapers. CDA is competent for uncovering how language exerts power in society. Meanwhile, SCA can reveal the contextual conditions within the meaning of the discourse as variations of language use resulting from the controlling function of the context. By adopting CDA and SCA frameworks, this study presupposes that the news reporting of newspapers is socio-culturally constituted and constitutive. The news in the Thai newspaper is constituted differently to foreign news, and one clear distinction emerges. The structure of foreign news is organized to begin with the most important information while the structure of the Thai

news does not feature such hierarchical organization. Such different cultural orientation regarding news schema governs the process of news production in each culture. This leads to the different discourse structure of a Thai news article and its English language counterpart.

This study deals with only 3 popular Thai language printed newspapers: Thairath, Daily News and Khaosod because of their high circulation and popularity. Each passing year, the Thai daily newspaper circulation is progressively increased. For example, the Thairath sold around 1,000,000 copies a day and 1,200,000 copies on lottery days. Its rivals Daily News and Khaosod sold in the region of 400,000 and 160,000 respectively, whilst Matichon sold around 120,000 (McCargo, 2002). Similarly, according to Ogilvy & Mather Advertising Thailand, by the year 1998, Thairath had published and sold 1,000,000 copies, with the number of readers at 25,000,000. Daily News and Khaosod sold 700,000 and 500,000 copies respectively (Supasit Srisawathsak, 1998 quoted in Thitipat Jarupoonpol, 2006: 2).

Consequently, this study will use a content of newspaper reporting as data particularly appreciates for its vigorous investigation of the discursive strategies of the government's water management discourse, especially concerning the flooding disaster in 2011. In addition, the results and findings in the analysis may serve as guidelines for further discursive strategy analysis of other topics or fields and for audiences to assess the government's work. Specifically, this study pursues the following 3 major research questions:

Question 1: What are the discursive strategies used in the presentation of the news of the government's water management?

Question 2: What does the strategy predominate the discourse of the news on the government's water management?

Question 3: What functions do the strategies serve in such a communicative event?

1.3 Objectives of the Study

This study investigates the discursive strategies used in the Thai daily newspapers: in particular, the case of water management under Ms. Yingluck's government. The main objectives are: 1) to find out the discursive strategies used in the Thai daily newspapers in the news of the government's water management, 2) to examine the discursive strategy which predominates in this presentation and 3) to investigate the functions these strategies serve in such a communicative event.

1.4 Analytical Framework

This study deals with multidisciplinary critical linguistic approaches. However, considering the main objective of this study involving discourse, the use of Critical Discourse Analysis (CDA) rightly addresses the issue. This is because discourse has its root in society; it is inseparable from social life. The study takes 2 levels of analysis into consideration: a macrostructure analysis and microstructure analysis to develop useful devices in uncovering how discursive strategies are constructed. At the macrostructure analysis level, the study uses a combination of Fairclough's CDA and van Dijk's Social Cognitive Approach (henceforth SCA) to explore language, social relationship and unequal power in society. Fairclough engages 3 dimensions: text (newspapers' writing), discursive practice (the production and strategy of newspapers) and social practice (newspaper practices and cultures), and all 3 are taken into consideration in this study. Also, the notion of SCA is used to disclose how the social cognition process and social structure are endorsed and legitimated in the discourse. At the microstructure analysis level, apart from the 2 analytical frameworks, the study also employs other discourse approaches, such as, transitivity, nominalization, lexis, metaphor, naming and position of action to analyze the discursive strategies used in the Thai daily newspapers regarding the government's water management news.

1.5 Scope of the Study

1.5.1 Due to the limitation of accessibility to editorials or the journalists who have worked in the newspaper agencies, the scope is restricted to selections from public data found in the following popular Thai daily newspapers, published from November 1, 2011 to February 29, 2012:

Thairath

Daily News

Khaosod

1.5.2 Headline and subhead (lead) of the front page of the newspapers will be examined according to the inclusive criteria used in selecting news. Besides these, the body of the news of each headline will also be analyzed. However, the news coverage of the government's water management appearing in other sections, such as economic news, political news or editorial will not be analyzed.

1.5.3 Caption, plating (lay out) or lettering size in the headlines of the newspaper coverage of the government's water management will not be investigated.

1.5.4 Inclusive criteria used in selecting news pieces are plan, water plan, water management and water management plan.

1.6 Organization of the Study

This study is structured as follows:

Chapter 2 is categorized into 4 main elements. The first gives the notion of the news, types of news, news framing, roles of newspapers in a democracy, journalistic writing style as well as the discourse. The second section deals with the theoretical frameworks which are Critical Discourse Analysis (CDA) and Social Cognitive Approach (SCA) as well as other discourse approaches, namely the representation of social actors, transitivity, lexis and metaphor, naming, position of actor and choice about representing other voices. The next element will provide more understanding about discourse, ideology and hegemony, and then review previous studies of discursive strategies in several disciplines as well as current studies concerning linguistic strategies in the context of Thai daily newspapers.

Chapter 3 presents the data and methodology of the thesis. The 2 levels of analytical framework which are the macrostructure analysis and microstructure analysis are introduced. In the macrostructure analysis, the combination of the CDA and SCA approaches are presented to illustrate the relationship between society and text. In the microstructure analysis, apart from the 2 analytical frameworks, other discourse approaches, such as the representation of social actors, transitivity, nominalization, lexis, metaphor naming, position of actor and choice about representing other voices are introduced in order to investigate the discursive strategies used in the government's water management news as reported in the Thai daily newspapers.

Chapter 4 will detail the study, and include both the data and the analysis of the 2 levels of the analytical frameworks. The finding starts with the analysis of the CDA's communicative event and the SCA's notion of context model and mental model that influence readers' perceptions. Then, the discursive strategies are revealed to demonstrate how they are functional in people's minds and perceptions, especially in news discourse. In addition, the findings will illustrate how these strategies increase the effectiveness for success in gaining public attention.

Chapter 5 offers the conclusions and findings that demonstrate how the discursive strategies used in the Thai daily newspapers' reports on the government's water management influenced their readers' perceptions.

CHAPTER 2

LITERATURE REVIEW AND APPROACH

2.1 Introduction

This study draws on Critical Discourse Analysis (CDA) and focuses on the strategies used discursively by the Thai daily newspapers. This chapter is divided into 4 sections, the first of which will start by dealing with the notion of the news in general, types of news, news framing, the roles of newspapers in a democracy, journalistic writing style as well as discourse. The next section deals with the theoretical frameworks which are Fairclough's Critical Discourse Analysis (CDA) and van Dijk's Social cognitive Approach (SCA). Also, additional consideration for understanding news discourse, discourse, ideology and hegemony are included in this part. As for the final part, the study will enable interested readers to gain a better understanding through a review of previous literature on the discursive strategies in several disciplines and how they contribute empirically to the current studies concerning linguistic strategies in the context of the Thai daily newspapers.

2.2 The Notion of News

According to van Dijk (1988: 3), news is ambiguous. First, the common notion of news as "new information" has been found in everyday sentences, such as "I have bad news for you" or "What is the latest news from your son". The notion of news in both sentences is explicitly different, yet it has a meaning in common with this more general notion. Next, a second notion of news is as a narrowed down dealing with the media and mass communication. It is used in such expressions as, "Have you read the news about the rising interest rate" or "Did you watch the news last night"? From these 2 examples, news may be understood as new information or a

news article, as well as a television program in which news is presented. In other words, the notion of news in everyday usage can imply the following 3 main concepts:

- 1) New information about events, things or persons.
- 2) A (TV or radio) program type in which news items are presented.
- 3) A news item or news report, i.e. a text on radio, on TV or in the newspaper in which new information is given about recent events.

Fleming, Hemmingway, Moore and Welford (2006: 28) propose that news is an event or series of events that occur somewhere outside the newsroom that may be interesting to watch, listen and read.

News is also an event which is judged to be newsworthy by journalists. They exercise their news within the constraints of the news organizations in which they operate (Harrison 2006: 13).

As a result, based on the definition of news mentioned above, the news is reporting information or fact about something that has happened recently outside the newsroom. It is not the newsworthy event itself, but rather the “report” or account of an event which journalists of each news organization select to present to the public. However, in this study, the researcher employs the term “news” as in item 3 of van Dijk to avoid ambiguity. This is because, in some cases, news may refer to a news item or news article in hard copy; news that one can see and read. It may refer to the content or meaning of an article or item when one speaks about the latest news. It does not mean the concrete article or item. Rather, it means the latest media news information. Moreover, news may not appear in the paper or on TV because the notion of media news involves the whole component, consisting of its physical shape. Therefore, using only the definition of the news, as in item 3, would be appropriate for this study.

In addition, the way to consider which news should be reported is called “news value”. News value is “a system of criteria which is used to make decisions about the inclusion and exclusion of material, and about which aspects of selected stories to emphasize” (Palmer, 2000).

Galtung and Ruge (1965) analyzed the reporting of 3 major foreign crises in the Norwegian press, and proposed some optional approaches to reporting conflict. As

part of this process they asked “How does the event become news?” Thus, Galtung and Ruge provided the following 12 criteria of how an event/issue gains news values:

1) Frequency: Short-term events like murders are preferred over long-term developments like a famine.

2) Threshold: Is an event big enough to make news? The greater the intensity (the more gruesome the murder or the more casualties in an accident), the greater the impact and the more likely it is to be selected.

3) Unambiguity: The more clearly the event can be understood and interpreted without various meanings, the more likely it is to be selected. An event such as a murder or a car issue, its meaning is immediately grasped, so it is likely to make it into the news.

4) Meaningfulness: How meaningful will the event appear to the receivers of the news? That is to say, the culturally familiar is more likely to be selected.

5) Consonance: Does the event match the media's expectations? That is, the news selector may be able to predict an event (because of experience) that will have newsworthiness.

6) Unexpectedness: If an event is highly unpredictable or rare, then it is likely to make it into the news.

7) Continuity: Once an event has been covered, it is convenient to cover it some more (although its impact may have been reduced).

8) Composition: This is to provide a sense of balance, gloomy news with good news, foreign with domestic.

9) Reference to elite nations: The actions of elite nations are viewed as more consequential than the actions of lesser nations.

10) Reference to elite persons: the famous and the powerful are more newsworthy than ordinary people.

11) Reference to person: Events that can be presented as aspects of individual people rather than as an abstraction are likely to be selected.

12) Reference to some negativity: Bad events are normally unambiguous and newsworthy

With the definition of news value and the selection criteria suggested by Palmer and Galtung and Ruge, news value seems to be the journalists' selection process. They may use criteria to decide which events will make the news and which will not.

2.3 Types of Newspaper

Generally, newspapers could be classified into 2 types: broadsheet newspapers and tabloid. A broadsheet refers to "quality newspaper" which sometimes may be called the serious press or the heavies (Bagnall, 1993). As its name suggests, broadsheet news coverage is focused more on the event which widely affects people. Its contents are presented as a type of hard news. Hard news is an event dealing with the issue of a nation, the global economy, social and political events or significant disruptions in the routines of daily life, such as an earthquake. (Patterson, 2000). Its target is limited to a particular group of readers who are interested in such an issue (Bennett, 2007: 21). *Matichon* is an example of a Thai broadsheet newspaper (Peera Jirasopon, 1992). A tabloid, on the other hand, is known as a "popular newspaper", which sometimes may be called a scandal sheet (Bagnall, 1993). Its coverage tends to focus more on a type of soft news. Soft news includes emotional or sensational images which stir emotion in audiences, such as crime coverage, human interest stories, sports, disasters, celebrities and scandals. It is normally meant to be entertaining rather than political or overseas news reporting. It also has more pictures and shorter stories to attract readers than the narratives in the more serious press (Bannett, 2007). Therefore, the target audiences of tabloid are all ordinary people who are not highly educated and belonging to all classes. *Thairath*, *Daily News* and *Khaosod* are examples of Thai tabloids (Peera Jirasopon, 1992).

However, nowadays, the Thai daily newspapers do not present only hard news or soft news inside their newspapers: they present a mix of the two. According to Natta Sriboonrod (2002: 43), the news presentation of *Thairath* does not adhere to particular news. Rather, *Thairath* will present the story if it is perceived to be of interest to audience. Similarly, in the *Matichon* newspaper, at present, readers' preferences vary. The readers do not want only political issues but also softer pieces

(Natta Sriboonrod, 2002: 64). Clearly, there is a place for hard news and soft news in the Thai daily newspapers. Most of them strive to present both.

As a result, looking at the overall newspaper coverage of the government's water management, the study found that this event is presented in the degree of hard news even though it appears in the popular newspapers. This is because the event is about a serious situation in which people are interested. Moreover, it can also affect society at large, not merely a specific group of people, such as highly educated audiences. In this study; therefore, the newspaper coverage of the government's water management which appears in the 3 popular Thai daily newspapers is considered as hard news.

2.4 News Framing

For the majority of people, most issues and events are experienced more through media exposure than through personal experience (Bennett 2007: 89). Similarly, Lippmann (1992: 18) concurs that the way most people get information is not from personal experience. Instead, they obtain most of their information from the media, such as television, radio and newspaper. Thus, the newspaper is one of the essential instruments that frame people's perceptions, opinions and behaviors. Further, frame is variously defined. For example, it is a cognitive structure that guides the representation of everyday events (Goffman, 1974). It is a situation which is built up in accordance with the principles of the organization which govern an event (Bateson, 1954 quoted in Entman, Matthes and Pellicano, 2009: 179). It is a primary means through which people make sense of a complicated world. Moreover, Druckman (2001) points out that there are 2 types of frames: frame in communication and frame in thought. Frame in communication usually refers to "media frame", which focuses on what the speaker or news text says; such as how an issue is portrayed by the elites. By contrast, frame in thought emphasizes what an individual is thinking; such as the value judgment of an issue. Druckman also states that it might be preferable to use "schema" to refer to frame in thought to lessen a confusion with frame in communication. Schema, according to Fiske and Taylor (1991) is "a cognitive structure that represents knowledge about a concept or type of stimulus,

including its attributes and the relations among attributes". In other words, schema is what people remember of information that confirms their existing schema, and that they forget information that is inconsistent to them. That is, people will decide what information is relevant in a given situation from their prior knowledge.

In summary, the way people behave and express themselves depends on the way their decision is framed. They will consider everything they know about the issue or event at a given moment when they obtain information which is relevant to their prior knowledge. Further, the newspaper can be an influence in framing by revision or changing the content of the news by providing new information that replaces or supplements favorable thoughts with unfavorable ones, or vice versa.

2.5 Roles of Newspapers in a Democracy

As previously mentioned, in a democracy, a newspaper is an essential instrument which provides information and knowledge for people to know of the government's work and what is going on in the society. People can elect their preferred candidates or parties or evaluate the government's work from newspapers. In addition, the government will also know people's need from the newspaper. Thus, in a democracy, most people read or get information from newspapers, and this requires that a newspaper must be aware of its roles and responsibilities in presenting the news. McNair (2009: 238-240) points out that there are 4 roles of newspapers in a democracy.

1) Newspaper as Source of Information in a Deliberative Democracy

In a democratic system, a newspaper is an area of informed choice to which the outputs of political journalism are key contributors. It provides information by which citizens will be able to judge between competing candidates and parties. Journalists in this system must be, in short, objective reporters of political reality, striving to be as neutral and detached as possible, even if they have their own political views. Partisanship is permitted, but where it exists it should not pretend to be objective coverage. Also, it should not crowd out the public sphere with the types of detached, balanced reporting of an organization.

2) Newspaper as Watchdog/Fourth Estate

In a democracy, an extension of the information function of political journalism is the role of critical investigation of the powerful groups in society, such as the government. This is called the watchdog role of the journalist which in this context is part of what Edmund Burke called the Fourth Estate. Thus, journalists in a democracy are charged with inspecting the exercise of power. For example, are governments competent, efficient and honest? Are they fulfilling their responsibilities to the people who elected them? Are their policies and programs based on sound judgments and designed with the interest of society as a whole in mind?

3) Newspaper as Mediator/Representative

Newspapers act as a mediator between the citizen and the government. There are several ways the mediator/representative role can be performed. For example, giving people direct access to the public sphere, in the form of readers' letters to newspapers, phone in contributions to broadcast shows even participation in studio debates about public affairs. In addition, today, the mediator/representative is enhanced by the availability of fast, interactive technologies, such as email, text messaging and blogging. These provide new ways for people to communicate with political elites and participate in public debate. Thus, the role of newspapers as a mediator/representative is to ensure that the voice of the public is heard in the democratic process.

4) Newspaper as Participant/Advocate

In the role of representative, a newspaper is considered as an advocate or champion of the people. It can advocate specifically political positions. Also, it can be biased with regard to the public debate by trying to persuade people with a particular view.

In conclusion, in a democratic system, newspapers have played various important roles. It is a source of information for the people in a society. It scrutinizes the government's work. It is a mediator between citizens and their government in developing a society, even an advocate for the public.

2.6 Journalistic Writing Style

Journalistic writing style is a writing style which is used for reporting news in the media, such as newspapers, radio and television. News style includes not only vocabulary and sentence structure, but also the way in which stories are presented, such as aspects of relative importance, tone, and intended audience

In *Mass Media Writing: An Introduction*, Woods et al. (1998) propose the subsequent inquiries of journalist writing styles and story format. For example, how are the sentences constructed? What kind of sentence construction is used: simple, compound or complex? How long are the sentences? How is the story told? Is the article written in first, second or third person? Where are the major facts of the story-- at the beginning of the article, spread throughout the article or at the end of the story? How are direct and indirect quotations used? How does the reporter let audiences know the source of direct and indirect quotations?

To answer such inquiries, Woods et al.'s view of the fundamentals of media writing can be summed up as follows:

1) Short structure: in a news story, most sentences contain 35 or fewer words, and most sentences are simple sentences because they are easier to read than longer sentences.

2) Short paragraph: the paragraph in a news story generally is one to three sentences long: many paragraphs include only one sentence.

3) Inverted pyramid: News stories are written in the inverted pyramid format in which the most important information is at the beginning of the article and the least important information is at the end of the article.

4) Lead: the lead is the beginning of a news story. Normally the lead is one paragraph summarizing the main information of the story.

5) Objective writing: a news story requires an objectivity which states the facts and includes the opinion of the sources, not one's own opinions. It is unlike an essay in which one supports a point of view.

6) AP (associated Press) style: AP style is the accepted style used by most newspapers and magazines. It provides guidelines for abbreviation, capitalization, punctuation and many other style issues.

7) Format: at present, most articles are not printed until they are published. Stories are typed on computers, edited on a screen and then sent through the computer for editing and layout. However, for the journalist who is preparing an article to be submitted as hard copy, which is the method of most public relations practitioners, there is a style to follow: the article should be double-spaced with the article's slug-- a brief title for the story. If the story has more than one page, the additional pages have page numbers or have "add 1", "add 2"-- on the top left corner of each page.

Therefore, news writing style would provide readers with understanding of the way the journalists write news. Moreover, if the journalists follow the writing style mentioned, their news stories would become intelligible to the majority of readers as well as to be succinct within time and space limitations.

2.7 Discourse

Discourse is a term which has been widely defined. In social science, discourse emphasizes the frame of thought structured by society while psychology views discourse as cognitive process (Robson and Stockwell, 2005). In sociolinguistics, according to Cook (2004), discourse is a language above the sentence or anything above the sentence. Meanwhile Schiffrin (1994) classified the definitions into 3 main groups: "language above the sentence or clause, language use and a wider range of social practice dealing with language and/or communication". Also, van Dijk (1997) proposes that discourse is explicit construction and systematic description of units of language use which can be divided into 3 dimensions: language use, communication of beliefs and interaction in society. Moreover, discourse is a constitution of all dimensions of social structure which directly or indirectly shape and constrain its own norms and convention as well as the relations, identities and institutions which lie behind them (Fairclough, 1995a). Thus, discourse is defined as a multidimensional social phenomenon. Its effort is to discover the breadth and variety of the discourse properties from its specific definition.

Here, the study uses discourse to refer to spoken and written language and places emphasis upon the language and power of discourse of news of the

government's water management, with particular interest in the conscious and unconscious control in the cognitive system, by means of knowledge, reality, identity and ideology (van Dijk, 1997). Specifically, varieties of power in discourses have been manipulated for a specific purpose in newspapers which is called news discourse.

The existence of newspaper power is mainly concerned with discourse domination by elite groups or institutions through exercising the power of language which basically not only has the potential to control people's minds, but indirectly their actions (van Dijk, 2008). In the sense of van Dijk (2008), power is a property of relations between social groups, institutions or organizations. Hence, it deals with social power not individual power. Social power is defined in terms of control that is, the control of one group over other groups and their members. As noted by Hardy and Phillips (2002), power was not something connected to individuals or groups, but represented a complex web of relations determined by systems of knowledge constituted in discourse. More precisely, the control is exercised by one group or institution (or its members) over the actions and/or the minds of (the members of) another group, thus freedom of others' actions is limited (van Dijk, 2008).

According to van Dijk (2008), if such control is also in the interest of the people who exercise such power, and against the interest of those who are controlled, it is called power abuse. If the actions deal with communicative actions, that is, discourse, it more particularly involves the controlling of the discourse of others. Consequently discourse and power are clearly related. Thus, people are no longer free to speak or write when, where, to whom, about what or how they want, but are partly or wholly controlled by powerful elite groups, such as the state, the police, the mass media or business corporations interested to suppress the freedom of text and talk. Rather, they must speak or write as they are told to do. Such control is pervasive in society. Not many people have the total freedom to say and write what they want, where and when they want and to whom they want. There are the social restraints of laws or norms of appropriateness. Also, most people have jobs which are required to produce specific types of talk and text. In other words, discourse control seems to be the rule instead of the exception. Thus, it is necessary to investigate the power abuse in news discourse.

In order to provide evidence for the abuse of such news discourse control, this study divides theoretical frameworks into 2 levels: Fairclough's 3 interrelated components: text, text production/consumption and sociocultural practice and van Dijk's 3 elements: verbal structure, cognitive process and social interaction.

Under such frameworks, this study demonstrates that the Thai daily newspaper texts can discursively manipulate people, and indicates how it affects people's minds and perceptions both consciously and unconsciously. It also points out that the discursive strategies are viewed as news discourse in which there is power within texts that have their sources beyond the texts themselves. In order to clearly understand how newspapers constitute the power of language and control people's minds, the study relies on 2 hypotheses: 1) discourse is a socio-culturally constituted and constitutive and 2) discourse is the fundamental process of reproduction of power.

1) Discourse is Socially Constituted and Constitutive.

Discourse is shaped and constrained by social structure (Fairclough, 1992). What individuals have said, heard, seen, written, expressed, exchanged or created is based on their knowledge, value, and belief which are shaped by social activities. Johnstone (2008) states that discourse can be an abstract system of rules or structural relationships, such as what words should be written; what behaviors should be acted upon or what feelings should be expressed. As a result, discourse is used to constitute ways of talking, thinking, writing and expressing in social activities. Thus, discourse is a set of abstract knowledge that is socially constituted. In other words, society constructs discourse.

At the same time, this type of knowledge is produced, reproduced and transformed through social activities. That is, for instance, ways of talking or thinking which are constituted can then constitute ideologies (a set of interrelated ideas or a system of belief), norms and conventions which serve to manipulate power in society. As a result, discourse is socially constitutive. In other words, discourse constructs society.

2) Discourse is the Fundamental Process of the Reproduction of Power.

There are 3 steps to the reproduction of power, according to van Dijk, 1) context control: access, 2) discourse control and 3) mind control (van Dijk, 2008).

1) Context Control: Access

It is necessary to explore in detail the ways in which access to discourse is being regulated by those in power, as is typically the case for one of the most influential forms of public discourse, namely that of the mass media: who has access to the production of news or programs, and who controls such access? Who is capable of organizing press conferences that will be attended by many journalists? Whose press releases are being read and used? Who is being interviewed and cited? Whose actions are defined as news? Whose opinion articles or letters to the editor are being published? Who may participate in a television show? And more commonly, whose definition of the social or political situation is accepted and taken seriously?

In all these cases, active access is a key component. That is participation in control of the contents and forms of media, and not about the more or less passive access of consumers (even though these consumers may actively resist media messages through unpreferred interpretations). This study deals only with access as a form of active contribution to the production of the public discourse that newspapers try to exert on citizens.

2) Discourse Control

The content mentioned above relates to the construction of how such parameters of the context and the production of discourse are controlled. This part discusses how the structures of discourse themselves are being controlled: What (from global topics to local meanings) can or should be said, and How this can or should be formulated (with which words, more or less detailed and precise, in which sentence form, in which order, more or less foregrounded, etc.?) And which speech acts or other communication acts must or may be accomplished by such discourse meanings and forms, and how are such acts organized in social interactions?

3) Mind Control

A vital method of reproducing power is the control of people's minds. Mind control concerns much more than just understanding text or talk. It also includes personal and social knowledge, previous experiences, personal opinions and social attitudes, ideologies and norms or values, among other factors that play a vital role in changing one's mind.

In conclusion, it can be inferred that news media would be particularly effective when the media users do not realize the nature or the implications of such control and this leads to a change of mind of their own free will as they accept news reports as true or journalistic opinions as legitimate or correct.

2.8 Theoretical Frameworks

The theoretical discussion will be divided into 2 sections. The first part starts with Fairclough's CDA, and is followed by van Dijk's SCA.

2.8.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is chosen as the research method for this study because it focuses on discourses and integrates power and ideology into the analysis. In other words, the researcher is interested in the use of language as a medium of social domination and the use of ideologies in legitimating certain discourses.

According to Savitri Gadavani (2002), when an individual studies the relationship between language and society, initially he/she should concern with language since language is viewed as a part of social activity. That is, the investigation is made of the dimension and relation between language and society, such as what is the effect of language on society and what is the effect of society on language, as well as to what degree and dimension it should be followed.

The relationship between sociology and linguistics is dialectical. Savitri further proposes a sociology which is likely to emphasize how a macro structure should emphasize more the detail, such as looking at word selections in terms of social activities. In contrast, linguistics which is likely to focus on the micro level should pay more attention to the macro structure in order to understand the structural mechanism of discourse. In this regard, information on society can be given by language, and, as well information about society can be derived from analyzing the language (Savitri Gadavani, 2002).

Thus, the 2 essential multidisciplinary frameworks of Fairclough's CDA and van Dijk's SCA are employed as they are a productive method to analyze discourse. These frameworks allow individuals to explore and analyze both macro-micro levels of language and social relationship. The dialectical relationship between language and society is presupposed in terms of 1) discourse is context sensitive and 2) discourse has the power to reproduce a social world (Savitri Gadavani, 2002).

However, each framework focuses on different perspectives. Fairclough's CDA aims at tackling unequal power relations while van Dijk's SCA focuses upon the role of world knowledge and cognitive processing in discourse processing. Thus, to analyze discourse, the 2 frameworks are combined to complement each other. The following 6 main essential points are introduced as stepping stones (Savitri Gadavani, 2002: 30);

- 1) The influence the social world has on discourse practice
- 2) The role of individual variation during discourse practice (text production)
- 3) How discourse practice, then shapes discourse
- 4) The traces of the social world and discourse practices in the discourse
- 5) How the discourse affects discourse practices (text consumption)
- 6) The influence discourse practice has on the social world

Savitri further states that both frameworks succeed in explaining items 1), 3), 4), and 6). However, van Dijk's framework does not explain in much detail the traces of social world and discourse practice in the discourse (item 4). However, this can be explained by Fairclough's intertextual analysis. Conversely, although CDA gives a good explanation with intertextual analysis in item 4, it is just a superficial explanation of individual variation in the text consumption and text production. This limitation of CDA can then well compensate for SCA as it comes from psycholinguistics which can explain the issue of the cognitive process of the text production and text consumption satisfactorily.

Thus, 7 basic assumptions dealing with discourse practice are proposed to complement certain traits that some other CDA frameworks do not have (Savitri Gadavani, 2002: 40).

- 1) Constructivist assumption: discourse processing involves the construction of mental representation.
- 2) Prepositional assumption: cognitive information about general knowledge is used in discourse processing
- 3) Strategic assumption: the overall goal of discourse is to be as effective as possible
- 4) Functionality assumption: discourse should be understandable in the wider sociocultural context
- 5) Pragmatic assumption: discourse consists of speech acts
- 6) Interactionalist assumption: discourse is interpreted within the whole interactional process
- 7) Situation assumption: discourse is part of social interaction

Accordingly, this study employs these 2 frameworks to analyze discursive strategies used by the Thai daily newspapers as news reports can be viewed as the dialectical relationship between language and society. Under Fairclough's framework, the study explores text, discursive practice and sociocultural practice in the Thai daily newspapers regarding the government's water management news. Moreover, the study adopts van Dijk's framework of 3 combinations which are verbal structure, cognitive system and social interaction. The following will discuss CDA and SCA by first discussing Fairclough's CDA framework, and secondly van Dijk's SCA.

2.8.1.1 Fairclough's Critical Discourse Analysis

As mentioned above, CDA is concerned with the discursive and social practice in which texts are embedded. Thus, language as social practice, according to Fairclough is viewed in the following 3 implications: language is a part of society, language is a social process and language is a socially conditioned process (Fairclough, 1992). Such ideas can be linked to his 3 dimensions as follows:

- 1) Textual analysis, namely, speech, writing, visual image or the combination of these.
- 2) Discursive practice, which deals with the production and consumption of text.
- 3) Sociocultural practice, for instance, social and cultural structures which give rise to the communicative event.

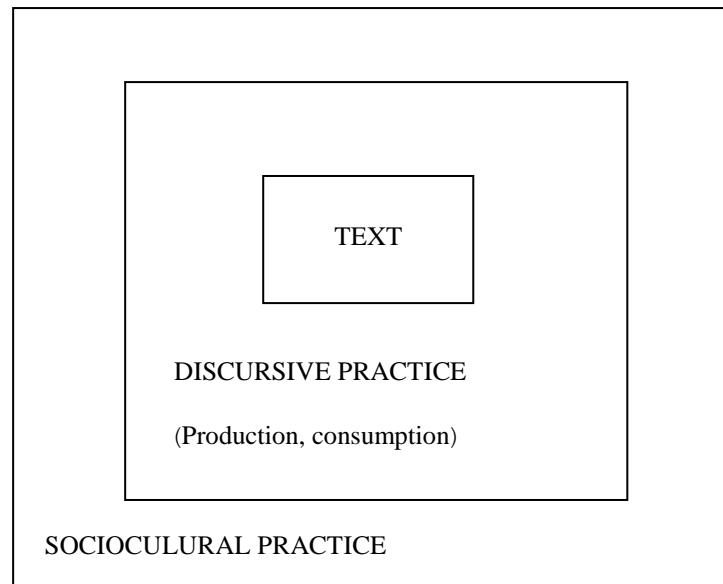


Figure 2.1 A framework of Critical Discourse Analysis of a Communicative Event

Source: Fairclough, 1995b: 59.

1) Textual Analysis

The first analytical focus of Fairclough's framework is textual analysis. It is the analysis of text involving linguistic analysis in terms of vocabulary, grammar, semantics, and cohesion-organization above the sentence level (Fairclough, 1992). According to Fairclough (1995b: 58), any sentence in a text is able to be analyzed in terms of the articulation of these functions, which he has relabeled representations, relations, and identities:

(1) Particular representations and recontextualizations of social practice (ideational function), perhaps carrying particular ideologies.

(2) Particular constructions of writer and reader identities (for example, in terms of what is highlighted whether status and role aspects of identity, or individual and personality aspects of identity).

(3) A particular construction of the relationship between writer and reader (for instance, formal or informal, close or distant).

2) Discursive Practice

The second dimension in CDA is the process of text production and consumption. It emphasizes how authors of texts draw on existing discourse and genres to construct a text and how receivers of texts comprehensively apply discourse and genres in the consumption and interpretation of the text (Jorgenson and Phillips, 2002). For a clear understanding, an author borrows and transforms a prior text so that the reader then references one text while reading another. Thus, the text and discourse can be linked to the intertextual analysis. It is the mediation amongst text, society and culture, according to Fairclough (1992). In Fairclough's sense, intertextuality means the condition whereby all communicative events draw on earlier events, that is, the individual never really talks about features of a text without some references to text production and/or interpretation. Therefore, a text can remind people of something else. On the other hand, something else can remind the readers of the particular text. For better understanding, figure 2 will illustrate the relationship among the text, social conditions of production and consumption.

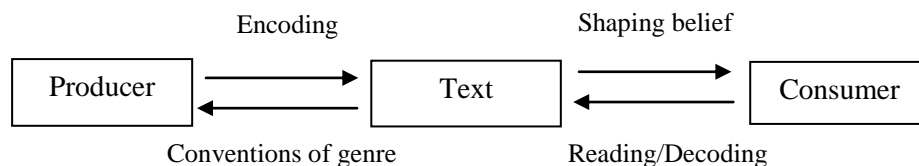


Figure 2.2 Discursive Practice

Source: Richardson, 2007: 39.

3) Sociocultural Practice

For Fairclough (1992), the analysis in this dimension pertains to 3 aspects of the sociocultural context of a communicative event: economic (i.e. economy of the media), political (i.e. power and ideology of the media), and cultural (i.e. issues of values). As well, Richardson (2007: 114) states that when analyzing the social practice of discourse, an individual has to consider economic practices, such as the mode and relations of production, the class composition of the audience and their

relative value to other agencies, such as advertisers; political practices, such as the how the structuring affects political and legal institutions. In addition, Fairclough explains that this level of analysis “may be at different levels of abstraction from the particular event: it may involve its more immediate situational context, the wider context of institutional practices the event is embedded within, or the yet wider frame of the society and the culture” (Fairclough, 1995a). For example, in the newspaper context, a reader can ask what does this text say about the society in which it was produced and the society that it was produced for, or what influence or impact do readers think that the text may have on social relations. At this point, look at figure 3 to answer these inquiries.

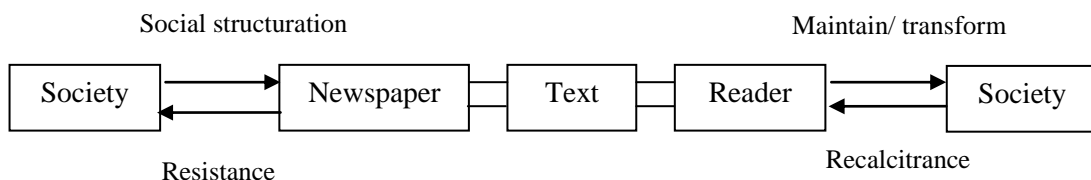


Figure 2.3 Sociocultural Practice

Source: Richardson, 2007: 42.

Therefore, in relation to the discourse of journalism, CDA maintains that social practices and the discursive practices of the production of journalism exist as a dialectically, in a two-way relationship. That is, there is a dialectical relationship between the consumption of journalistic texts and social practices. Audiences decode the meaning of texts by using knowledge and beliefs of the world. Then, these texts go on to shape (through both transformation and reproduction) these same audiences' knowledge and beliefs.

2.8.1.2 van Dijk's Sociocognitive Approach

van Dijk (2008) holds that the relationship of discourse and society is not deterministic. Instead, discourse and society are mediated through individuals' mental representations in which knowledge, attitude and ideology are included. These mental representations are then theorized as context modals. van Dijk borrows the notion of mental model from cognitive psychology and has developed it into a context model.

Mental models, according to van Dijk, combine the meanings of discourse with social knowledge by representing the events the discourse is about (van Dijk, 2008: 57–70), while contexts are defined in turn as mental models which have several properties, such as “they are stored in episodic memory, they are personal, unique and subjective, they are based on and instantiate sociocultural knowledge and other socially shared beliefs, etc”. (van Dijk, 2008).

For van Dijk, context models are the general interface between society, situation, interaction and discourse. In this sense, some notions such as style, register and genre are reinterpreted as fundamental notions relating to contexts or, to be exact, as variations of language use resulting from the controlling function of contexts. It is acknowledged that there are at least 3 factors which work simultaneously to control the audience: the topic itself, the discourse strategies used in encoding the topic and the mental status of the audience (Fairclough, 1995a).

Thus, under his framework which can be called “structures of news”, “processes of news production” and “comprehension processes”. These are employed in this study to investigate the relationship between texts, production processes and comprehension processes in the government water management issues. That is, the emphasis is not only on the comprehension mechanisms of the audiences when they read, but also on the detailed description of the discursive strategies which are used to influence the audiences.

In analyzing structures of news, a distinction is made between the “macro” and “micro” structures. The content of a text is called its “thematic structure”, and the form of a text is called its “schematic structure.” The concept of “macrostructure” is central to the analysis of thematic structure. The macrostructure of a text is its overall organization in terms of themes or topics. It is organized hierarchically, in the sense that one can identify the theme of a whole text which can typically be spelt out in terms of a few rather less general themes, which can each in turn, be spelt out in terms of even more specific themes, and so on. Meanwhile, the micro structure of a particular type of text is specified in terms of the ordered part (Fairclough, 1995a).

According to van Dijk’s sense, a news report commonly has a headline, a lead, and an event element which covers the main events of the story, and perhaps

an element which gives verbal reactions to the story, and finally, a comment element. Each element of schematic structure corresponds to a more general theme in the thematic structure. The headline of a news report formulates the overall theme of a text. An important feature of the schematic structure of a text type is the principles governing the way it orders thematic content. In the case of news reports, there is a powerful relevance principle which requires more general information to come first, to be followed by more detailed information. Hence, to examine the structure of the news, process of news production and process of news comprehension, the 2 levels of analyzes should be taken into consideration. These are according to van Dijk (1988) 1) the macrostructure of the news discourse and 2) the microstructure of the news discourse. The following topics give an explanation of each type:

1) The Macrostructure of the News Discourse

Macrostructure focuses on global meanings that emphasize more the discourse of the topic or theme and the macrorules. These semantic macrostructures are normally expressed in the headlines and lead of a news report or story titles, for instance.

(1) Topics or Themes

Language users, and also newspaper readers, have an ability to tell what a text or conversation is about. They are able, though with subjective and social variation, to say what the topic of a discourse is. Thus, they can formulate the theme or themes of a text in newspapers, with such statements as, "I read in the newspaper that the president will not negotiate with the Russians" or "Did you read who won the European soccer championship?" In other words, language users can summarize fairly complex units of information with one or a few sentences, and these sentences are assumed to express the gist, the theme, or the topic of the information. In intuitive terms, such themes or topics organize what is most important in a text. They, indeed, define the upshot of what is said or written.

The ability of language users to conclude such gist or complex information is based on a number of linguistic and cognitive rules and strategies. The theoretical notion one uses to describe topics or themes, therefore, is that of semantic macrostructure (van Dijk, 1988). When talking about notions such as the topic, theme or gist of a text, one is dealing with meaning and reference, and not, for example, with

syntactic form, style or rhetorical devices. In addition, he/she is not even talking about the (local) meaning of isolated words or sentences, but about the meaning of larger fragments of text or about whole texts. In other words, people do not assign a theme or topic to one sentence, but to larger stretches of talk or text. Hence, topics or theme belong to the global, macro-level of discourse description.

(2) Macrorules

According to van Dijk (1988), macrorules are semantic mapping rules or transformations, which connect lower level propositions to higher level macropropositions. This means that topics or themes are derived from the meanings of a text through such summarizing the macrorules. These rules define the upshot, gist, or most important information.

Moreover, macrorules deduce information. This deduction can occur in 3 different ways. Firstly, one can simply delete all information which is no longer relevant to the rest of the text, local details, for instance. Secondly, one can take a sequence of propositions and replace them by one generalization. Instead of saying that John has a cat, a dog, and a canary, one can more succinctly say that John has pets. Finally, one can replace a sequence of propositions that denote the usual conditions, components, or consequences of an act or event by one macroproposition that represents the act or event as a whole. Instead of saying that going to the airport, checking in, walking to the gate, one can summarize by the macroproposition "I took a plane to..." Thus, one constructs an overall event from its constituent details, and this refers to as the construction rule. Then, deletion, generalization, and construction will be divided into the 3 major macrorules which reduce the information of a text to its topics (van Dijk, 1988).

2) The Microstructure of the News Discourse

At the microstructure level, analysis is focused on local meanings that emphasize the semantic relations amongst propositional, syntactic, lexical and other rhetorical elements that provide coherence in the text, as well as other elements, such as quotations, and direct or indirect reporting that give factuality to the news reports. In addition, the study employs other approaches evolving around discursive strategies to analyze the government's water management text. The following topics give the explanation of each strategy.

(1) Representation of Social Actors

Van Leeuwen (2013) purposes that the representation of social actors can be seen as ways of exclusion-inclusion (representations include or exclude actors to suit their interest and purposes in relation to the readers), role allocation (representations which can endow social actors with either active or passive roles), genericization and specification (social actors can be represented as classes, or as specific, identifiable individuals), assimilation (social actors can be referred to as groups, such as “Australians tend to be skeptical about admitting “Muslims”), nomination (social actors can be identified by name, such as the use of a proper noun (Harris) for formal, semiformal (Jack Harris) and informal (Jack), fuctionalization (when social actors are referred to in terms of an activity, in terms of what they do), identification (when social actors are defined, not in terms of what they do, but in terms of what they, more or less, permanently or unavoidably are), impersonalization (social actors can be represented by abstract nouns or by concrete nouns whose meanings do not include the semantic feature “human”) and overdetermination (when social actors are represented as participating, in more than one social practice, at the same time) (Van Leeuwan, 2013).

(2) Transitivity

Transitivity is the way newspapers portray a social actor. It can align audiences alongside or against the sequences of an activity that the social actor represents. That is to say, the way the newspapers present the participant can shape the way the audience perceives the participants, events or circumstances. The audiences can be shaped by representation of transitivity. Transitivity is the term with regard to the verbal structure of the sentence. It broadly refers to who does what to whom and how (Conboy, 2007: 56). For clarity, transitivity helps reveal who plays an important role in a particular clause (agent/participant) and who receives the consequence of the action (affected/patient). In addition, when analyzing agency (who does what to whom) and action (what gets done), the following 3 aspects of meaning should be taken into consideration, according to Halliday (2004):

(2.1) Participants consist of both the “agent” of the process as well as the “affected” who are at the receiving end of action; the participants might be people, things or abstract concepts

(2.2) Processes are represented by verbs and process type. Process type consists of 6 categories: Material processes, Mental processes, Behavioral processes, Verbal processes, Relational processes and Existential processes. Material processes mean processes of doing, such as arrest, kill and attack. Mental processes mean processes of sensing, such as understand, like, and see. Behavioral processes mean processes dealing psychological or physical behaviors, such as watch, laugh, smile, cough, stare, dream. Verbal processes mean expressions through the use of verb “to say” and its many synonyms, such as explain, suggest, advise, reveal and tell. Relational processes mean processes which are expressed through the use of verb “to be”. Existential processes mean processes which signify that something happens or exists.

(2.3) Circumstance refers to adverbial groups or prepositional phrases, such as where, when and how.

(3) Lexis

Lexis refers to the word used. Choice is manifest in the language of the news in terms of vocabulary used to present stories in the media. Each newspaper has a numerous choice of words and combinations of words which might be used in order to present a story to its audiences. The nouns, adjectives and verbs employed in conjunction with the main protagonists and topics of the day play an important role in strengthening the initial classification and structuring of the news and direct it with a clear intention toward audiences. In order to begin to access how vocabulary may illustrate a set of priorities in the news, one needs to be aware of the difference between denotation and connotation. A literal meaning of a word is called denotation while connotation is the set of expectations and associations which are attached to a word over time within a particular culture, and it may be positive or negative. As a result, the writers can select a word by looking at a range of possible vocabulary and selecting the one that approximates with their perception of a situation (Conboy, 2007).

(4) Nominalization

Nominalization can be defined as a linguistic shift, a transformation, which allows a process to be described as an entity, that is, it turns verbs and adjective into nouns in order to serve the function of reducing human

participation in a process, making a complex processes much simpler, as well as heightening abstraction. A headline, for instance, ‘Attack on Protestors’ systematically omits the agents of the action. This means that the agents would be the people who were attacking the protestors. A headline writer could omit this information by using a noun such as ‘attack’ because if the writer uses ‘attack’ as an active verb, she/he would need to identify who was doing the attacking: e.g. “Police Attack Protestors”. As a result, nominalization could be an asymmetric process that speakers/writers can use to transform agents of action into agentless statements that provide less information

(5) Metaphor

Metaphor means the description of one phenomenon in terms of another. That is, when a speaker utters or writes metaphorically, it means what she/he means differs from what she/he says or writes. A clear understanding of metaphor can be grasped from an examination of the following Guardian newspaper example: “SPURS GO TO WAR OVER ARNESSEN”. This headline does not mean that the football club is literally going to war, but rather they are performing in a manner that is as hostile as if they were. This is so because players can actually win or lose a football game or see another side as an opponent, and things people do in arguing are partially structured by the concept of war. Therefore, in this study, the notion of metaphor is used to examine the Thai daily newspapers as the text producers can employ metaphors to make the news coverage of the government’s water management sound much more positive or negative (Conboy, 2007).

(6) Naming

Naming is a perspective of language surrounded with social rules. In most cultures, it is possible to cause offence by adopting the wrong naming strategy toward people. According to the work of Reah, naming forms vary. For example, first name only (e.g. Elizabeth, Robert); short form of the first name only (e.g. Liz, Rob); first name + last name (e.g. Elizabeth Smart); title + first name (e.g. Ms, Mrs, Miss Elizabeth, Mr. Robert), and nickname (Fergie, Di); assumed name-taken by the named individual by others (Sting, Snoop, Doggie); assumed name-given by others (Maggie Thatcher, The Comback Kid). In addition, these forms of naming also depend on context (classroom, job interview, ritual, ceremony, informal

chat and trade) and relationship (formal, informal, friends, relations, strangers, superiors and inferiors). Therefore, naming, context and relationship operate together to create a complex series of meanings and very specific effects in newspaper discourse (Reah, 2002).

(7) Position of Actor

In order to find out the position of the actor in the news coverage, Reah (2002) suggests looking at the structure of the clause by using the useful analytical tool “Theme”. Theme refers to the way in which the relative essential of the subject matter is mentioned. That is to say, the first main construction of a sentence is the theme of the sentence. Although there is the grammatical subject, there is no necessary relationship between the theme and the grammatical component in the aspects of theme. The following example illustrates this pattern: “One Friday night I go to the market”. Here, the theme of this sentence is focused on time “One Friday night” and “I go to the market” is placed in a subordinate position. Therefore, the study applies the use of the position of actor to investigate the case of the government’s water management news as this concept is a useful device to figure out how newspapers create some particular attention around the given issue (Reah, 2002).

(8) Choice about Incorporating and Representing Other Voices

The choice about incorporating and representing other voices refers to the incorporation of bits and pieces of other discourse, other styles and other voices (Johnstone, 2008). In other words, this choice involves the reference of others’ speeches, such as the use of reported speech.

In summary, at the 2 levels of analyzes, global semantics which are topic/theme and macrorule and local semantics which are propositions, representation of social actors, syntax, lexis, nominalization, metaphor, the use of naming and position of actor and representation of other voices are elements that have a consistent pattern of discourse approaches that imply or signal the ideological position of the news report. Therefore, this study employs both macrostructure and microstructure to investigate discursive strategies used by the Thai daily newspapers on the issues of water management.

2.9 Additional Considerations for Analyzing Media Discourse

According to Fairclough (1995b), to analyze news discourse, one should consider the 3 aspects of the sociocultural context of a communicative event: economic (i.e. economy of the media), political (i.e. power and ideology of the media), and cultural (i.e. issues of values). These key concepts of the sociocultural practice will be discussed in the following section.

2.9.1 Economy of the Media

An important property of media is its economics. According to Fairclough (1995b: 40), “the economics of an institution is an important determinant of its practices and its texts”. The mass media are no exception. It is similar to other profit making institutions where the media have a product to sell. Their product is the audience of interest to advertisers (Fairclough, 1995b). As a result, the mass media “are very much open to the effects of commercial pressures”. For instance, for newspapers, these effects tend to be important in determining what is chosen as news and in what ways such news is published (Fowler, 1991: 20).

2.9.2 Access to the Media

One issue of considerable importance is access to the media: who is able to access mass media and implied in the answer to this question is the place of the media in society. As Fairclough (1995b) states, there are many individuals and social groups who do not have an equal access to the mass media in terms of writing, speaking or broadcasting. Thus, generally, those who already have economic, political or cultural power have the best access to the media.

2.9.3 Practices of Media Text Production and Consumption

Another 2 essential dimensions of media and their institutional practices are the production and consumption of media texts. A set of institutional routines, such as news gathering, news selection, writing, and editing is called production (Fairclough, 1995b) while the ways in which readers, in the case of the written text (i.e. the press), read and comprehend text is mainly referred to as consumption.

In addition, one of the important practices of text production is selecting news reports (Fowler, 1991: 11). This means that there is a process of selecting news in terms of what to leave out and what to publish. Therefore, an event becomes news when it is transformed by the news perspective in order to serve the interest of the ruling class.

2.10 Discourse, Ideology and Hegemony

Ideology, in Fairclough's sense, refers to "meaning in the service of power" (Fairclough, 1995b: 14). For clarity, Fairclough understands ideologies as constructions of meaning that lead to the production, reproduction and transformation of relations of domination. As noted by Simpson (1993), ideology is defined as "the taken-for-granted assumption, beliefs and value-systems which are shared collectively by social groups". Similarly, van Dijk (1998) considered ideologies as both cognitive and social drives of society which were shared by members of social groups, organizations or institutions. Thus, ideologies are constructed in societies in which relations of domination are relied on social structures; for instance, class and gender. In addition, when the combination of ideology and discourse is combined as "ideological discourse", discourse here might be more or less ideological which can contribute to the maintenance and transformation of power relations, according to Fairclough. However, Jorgensen and Phillips (2002) question whether there are any discourses which do not have consequences for power or dominance relations in society; it is difficult to distinguish between what is ideology and what is not.

Moreover, an understanding of ideology in Fairclough's sense as embedded in discursive practice draws on Thompson's view of ideology as a practice which functions in the process of meaning production in daily life. The meaning then is mobilized in order to keep power relations (Thomson, 1990). However, this meaning contrasts with the conception of ideology in many Marxist approaches, which have not been interested in the structures of particular ideologies, or in how ideologies are articulated in specific social contexts. Rather, ideology, in their sense, refers to an abstract system of values that works as social cement bringing people together and, therefore, keeping the coherence of the social order (Jorgensen and Phillips, 2002).

Thompson and many other social and cultural theorists, including Althusser and Gramsci ascribe the production of meaning in everyday life as an important part in the maintenance of the social order. Also, Fairclough adheres to the consensus in critical cultural studies by rejecting the parts of Althusser's theory that regard people as passive ideological subjects and underestimate their possibilities for action. As within communication and cultural studies, there is a consensus about the meaning of texts being constructed partly in the process of interpretation. That is, texts have several potential meanings that might conflict with one another and allow of several different interpretations (Jorgensen and Phillips, 2002).

In addition, Althusser's understanding of ideology as a total entity is rejected by Fairclough since Fairclough believes that people can be positioned within different and competing ideologies, and this can contribute to a sense of uncertainty which can create an awareness of ideological effect. This standpoint according to Gramsci's idea is called "common sense", which contains several competing elements which are the result of negotiations of meaning in which all social groups participate. Hegemony is an idea which explains the existence of a dominant group over a subordinate group, such as the ruling group acquires some degree of consent from its subordinates. The existence of such competing elements endures the seeds of resistance as elements that challenge the dominant meaning equip people with resources for resistance (Jorgensen and Phillips, 2002).

Thus, hegemony is never stable but changing and incomplete. In this study, the concept of hegemony may provide the means to analyze how discursive practice is part of a larger social practice dealing with power relations. Also, discursive practice can be seen as an aspect of a hegemonic struggle that leads to the reproduction and transformation of the order of discourse of which it is part. Thus, discursive change may occur when discursive elements are combined with new ways.

2.11 Previous Related Studies

For this section, the study will highlight the previous related studies which are divided into 2 categories: 1) previous studies of discursive strategies in several disciplines and 2) current studies concerning linguistic strategies in the context of the Thai daily newspapers.

2.11.1 Previous Studies of Discursive Strategies in Several Disciplines

Research studies (Fortmann, 1995; Savitri Gadavani, 2002; Ladegaard, 2012) on discursive strategies have created an extensive body of literature. For instance, in a study by Fortmann (1995), the author explored the discursive strategies in the text concerning contested property in rural Zimbabwe. Stories were chosen and told by villagers and the owners or former owners. The framing issue, the voice of the teller, time frame and audience were analyzed. The results found that stories possessed by the villagers were shown to legitimize present claims in terms of past recognition of their access rights. Farmers' stories were shown to attempt to shift the span of the legitimacy of their property claims onto grounds of ecological stewardship.

Meanwhile, Savitri Gadavani (2002) studied "Discursive strategies for Political Survival: A Critical Discourse Analysis of Thai No-Confidence Debates". The framework for this analysis was a discursive genre where the concept of discourse analysis and sociolinguistics was applied to investigate the particular discursive strategies used in the Thai no-confidence debates. Her study was divided into 2 main sections: a macrostructure level and a microstructure level. The first part dealt with Fairclough's Critical Discourse Analysis (CDA) and van Dijk's Sociocognitive Approach (SCA). The second part treated politeness theory, and pragmatics. The data was gathered from the transcription of several no-confidence debates and the related documents given by the Thai Parliament. The study found many kinds of discursive strategies in the analysis, such as the use of politeness strategies (hedges, sarcasm, and metaphor) to compromise the conflicting conjunctures, the use of intertextuality, enthymeme and prolepsis/disclaimer. Each of them has its function in negotiating the competing conjunctures and enhancing the speech's effectiveness.

Moreover, in a journal article of *Pragmatics*, Ladegaard (2012) explored leadership discourse and gender in Hong Kong workplaces. His aim was to elicit the research question, “Do women with high social status in Hong Kong workplaces also display a larger proportion of normatively masculine features in their language?” The data was collected from a business meeting held at an outlet with 6 employees (3 male and 3 female). The author applied the theories of discourse and communication concepts to analyze the data, such as politeness theory, Hofstede’s value dimensions and social constructionist analysis. The findings showed that a huge power distance, hierarchical relationships, cultural specifics, as well as jocular insults and other forms of verbal abuse were discursive strategies that female leaders in Hong Kong workplaces used predominantly and repeatedly compared to male leaders.

In summary, based on the 3 previous related studies mentioned above, people have vastly different approaches to survive or to complete their goals. For example, in the study of Fortmann (1995), the villagers used a discursive strategy, such as past recognition to claim their present legitimacy to access the stones, or the politicians in the study by Saviti Gadavani (2002) used discursive strategies, such as politeness strategies, intertextuality, disclaimer, etc. to make their speech become effective and to negotiate the competing conjunctures. In addition, the female leaders of Ladegaard’s study employed various kinds of discursive strategies, namely a hierarchical relationship, a cultural specific, a jocular insult, etc. to succeed in their aims. Therefore, their focus on the discursive strategies in the contested property context, the Thai no-confidence debates context and the workplace context clearly has applicability to this study as they can demonstrate various discursive strategies in which people do to achieve their aims.

2.11.2 Current Studies Concerning Linguistic Strategies in the Context of the Thai Daily Newspapers

The purpose of the following brief reviews is to illustrate the use of linguistic strategies used in the Thai daily newspapers to reproduce or reject the dominant ideologies of elite groups. The first study relates to Critical Discourse Analysis of the linguistic strategies used in the *Matichon* newspaper regarding the presentation of the image of Ms. Yingluck Shinawatra, prime minister. This study was conducted by

Narisa Paicharoen (2012). The researcher analyzed 40 copies of language used in the *Matichon* newspaper, based on the framework of Critical Discourse Analysis formulated by Fairclough (1995). Narisa indicated that there are 6 linguistic strategies which are used in the *Matichon* newspaper to represent a positive image of Ms. Yingluck Shinawatra. They were lexical selection, rhetorical structures, epithets, presupposition, intertextual creation and the use of quotation marks. Therefore, the linguistic strategies used in *Matichon* Newspaper seemed to support Ms. Yingluck Chinawatra.

In addition, a recent study by Soraya Wimonsathitphong (2006) investigated the linguistic strategies in political opinion columns of Thai newspapers. The researcher collected data from 2 Thai weekly newspapers and 2 Thai daily newspapers. The 2 weekly newspapers were “X- Clusive” in *Matichon Weekly* and “Sophon Ongkarn” in *The Nation Weekly*. And the 2 Thai daily newspapers were "Khon Play Soi" in *Thai Post* and "May Het Prathet Thai" in *Thairath*. The findings illustrated that journalists were likely to use indirect linguistic strategies, such as verbal irony, rhetorical questions, metaphors, words with connotative meanings, proverbial expressions, referring expressions, speech play, direct quotation and implication to criticize the government and politicians. The results demonstrated that these tactics functionally communicated aspects of disclaiming responsibility for criticism, expressions of the authors' negative attitudes, highlights of the failures or malpractices of the government and politicians, even increase of the credibility of the criticism.

The foregoing studies show that journalists are likely to choose linguistic strategies to support/ blame politicians or the government or to express their own opinions instead of reporting the truths. In addition, journalism can seem to restrain some perspectives in society. For example, it can present or misrepresent some aspects, as well as set new knowledge for its audience. Accordingly, as precedents to this study on newspaper coverage, these findings can be seen as guidelines for the current study to analyze the discursive strategies used in Thai daily newspapers, and in particular newspaper coverage of the government's water management.

As a result of these previous studies, a small number of additional studies emphasize the discursive strategies used in the Thai daily newspaper setting; in

particular, a case of water management under Ms. Yingluck's government can be represented. Knowledge about how these potential strategies manifest the power of the Thai daily newspapers is overlooked. Therefore, there is a need for additional research to analyze the strategies used discursively in the Thai daily newspapers.

2.12 Conclusion

To summarize this chapter, the first section gives a general overview of the news, such as the notion of news itself, the types of news, news framing, the roles of the newspapers in a democracy, journalistic writing style and discourse. Next, the study moves into an examination of the 2 theoretical frameworks employed. They are the 3 dimensional models (CDA) proposed by Fairclough and van Dijk's SCA. Furthermore, additional considerations for understanding news discourse, discourse, ideology and hegemony are provided. Finally, the last section contains some discussion of previous related studies which are divided into 2 sections. The first is the study involved with the discursive strategies used within several disciplines, such as in the property realm, the Thai no-confidence debates and the discourse of leadership and gender. The remaining topics deal with current studies concerning linguistic strategies within the Thai daily newspapers context.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter sets out the data and methodology of the thesis. As the objective of this study is to illustrate the power of language, this study is to reveal how and what strategies of written discourse are deployed discursively in simple common statements in the Thai daily newspapers in order to engage power. That is, what power of language is constituted and what is constitutive in the newspaper texts. To examine the discursive strategies that attempt to influence people's perceptions, the combination of Fairclough's CDA, van Dijk's SCA are employed. In addition, other approaches involving the concept of discursive strategies, such as representation of social actors, transitivity, nominalization, lexis, metaphor naming, position of actor and choice about representing other voices are also used. These approaches are classified into 2 levels: macrostructure analysis and microstructure analysis. Further, the news about water management under Ms. Yingluck's government will be gathered from the 3 Thai daily newspapers: *Thairath*, *Daily News* and *Khaosod* in order to analyze the discursive strategies and investigate how these strategies influence the readers' perceptions and thinking, as well as explain the relationships between the strategies in the text and the sociocultural practices in the Thai daily newspapers.

This study takes a qualitative approach. That is, first, the study illustrates the number of totally discursive strategies found in the Thai daily newspapers in order to produce the power of language which can control the readers' perceptions and thinking. Then, the study ascertains what discursive strategy predominates in the news about the government's water management. Consequently, the study reveals the functions of each strategy which text producers employ to achieve their goals. The following sections deal with data collection and data analysis.

3.2 Data Collection

3.2.1 Criteria for Selecting Types of Newspaper

In Thailand, according to Peera Jirasopon (1992: 191), Matichon and Siamrath newspapers could be grouped as broadsheet newspapers (quality newspaper) while Thairath, Daily News, and Khaosod newspapers are grouped as tabloid (popular newspaper) type. The popular newspapers win high approval from the Thai people when compared to the quality newspapers as their circulations are high. According to McCargo, Thairath sold around 1,000,000 copies a day and 1,200,000 copies on lottery days. Its rivals Daily News and Khaosod sold in the region of 400,000 and 160,000 respectively, whilst Matichon sold around 120,000 per day (McCargo, 2002). Therefore, the main corpus of this thesis is selected only from these 3 popular Thai printed newspapers: Thairath, Daily News and Khaosod.

3.2.2 Criteria for Selecting News Content

In case of the government's water management news, the study will analyze the headline and subhead (lead) which are presented on the front page of the newspapers. Besides this, the news body of each headline will be analyzed. Inclusive criteria used in selecting the news pieces are plan, water plan, water management and water management plan.

3.2.3 Source of Data Collection

The data are printed news reports collected from online database IQNewsClip. This database is designed by InfoQuest Limited, a leading real-time online information service provider and news agency. It is an online news clipping service which collects from more than 30 local publication daily newspapers both in Thai and English. It provides various topics of news in order to accommodate users, as well as providing full text search functions.

3.2.4 Data Selection

Although the most severe Thailand flooding of 2011 occurred basically from late July to early December (Aon Benfield, 2011), the researcher starts collecting the data from November 1, 2011 through February 29, 2012 (4 months). That is, from July to September 2011, the newspaper coverage predominantly concerned the flooding in the North and Northeast of the country, not the government's water management issue. However, in October, some parts of Bangkok were inundated (Bangkok Post 2011b, 11 October). The newspaper coverage then turned to focus more regularly on the flooding in Bangkok (when compared to the previous 3 months) because Bangkok is the economic center which can affect the country if inundated, and it is more likely to be of interest to most people across the country. The issue about the government's water management started to be presented, but it was not prevalent. That is, it appeared in the news, but in other sections, such as the economic, agricultural and political sections, not in the front page of the newspapers. Until November, after the flooding decreased, the newspaper coverage of the government's water management was presented strongly on the front page of newspapers. Therefore, the researcher started collecting data in November as the issue of the government's water management was presented predominantly.

In total, there were 137 pieces of newspaper reporting about the 2011 Thai flooding during the period November 2011 to February 2012 which appears in newspapers, including the news about the conflict between the government and the opposition on the water management, the failure and inability of Ms. Yingluck's government in the flood management, the ambiguities of the distributed survival kits, floating toilets, donated items, coupons and fiberglass boats, the compensation for flood victims and budgets for flood rehabilitations. However, when the researcher categorized them according to the criteria mentioned in Chapter 1, there was 30 pieces of newspaper coverage concerning the government's water management in the 3 popular Thai daily newspapers. Table 3.1 below illustrates the number and percent of the pieces concerning the government's water management news in the 3 popular Thai daily newspapers.

Table 3.1 Number and Percent of the Government's Water Management News

Newspapers	Total	Excluded	Analyzed
Thairath	31	24	7
Daily News	66	54	12
Khaosod	40	29	11
Total	137	107	30

Based on Table 3.1 above, it can be seen that Thairath presents 7 pieces, Daily News presents 12 pieces, and Khaosod presents 11 pieces. 107 pieces of news are excluded from the data as they do not contain the key words which are used for data criteria, including plan, water plan, water management and water management plan. Thus, of the 137 texts, the researcher selects 30 for in-depth analysis.

3.3 Data Analysis

3.3.1 Two Levels of Analytical Framework

The analysis is based on Fairclough's CDA and van Dijk's SCA together with other approaches involving the concept of discursive strategies, such as the representation of social actors (Van Leeuwen, 2013), transitivity, nominalization, lexis and metaphor (Conboy, 2007), naming and position of actor (Reah, 2002) and choice about representing other voices (Johnstone, 2008). As part of the analysis, the study will emphasize the discursive strategies used in the government's water management news in the Thai daily newspapers. To explicate how the newspapers represent this issue, the analysis is divided into 2 levels: the macrostructure and microstructure analysis.

3.3.1.1 Macrostructure Analysis

The macrostructure analysis demonstrates the conjunctures posed by the discourse of the government's water management and how the macrostructure of this discourse interacts with such conjunctures. At this level, the analysis will employ both Critical Discourse Analysis (CDA) and Social Cognitive Approach (SCA) by

investigating sociocultural practice and discursive practice within the discourse of the government's water management news.

3.3.1.2 Microstructure Analysis

In this subsection, the text and context of the government's water management discourse will be examined according to the 2 levels of news discourse (macrostructure and microstructure) proposed by van Dijk (1988). The macrostructure level will emphasize a global content defined by the themes of the discourse of news of the government's water management. Meanwhile, the microstructure level investigates the micro types, such as the choices about the representation of actors, actions and events and lexical selection which construct the discursive strategies.

3.3.2 Three Steps of Data Analysis

Fairclough's three-dimensional model is used to analyze the texts in the newspapers, that is, text, discursive practice and sociocultural practice. The first dimension (textual analysis) deals with the use of basic linguistic features, for instance, vocabulary, grammar, and structure. The second dimension (discursive practice) focuses on the process of text production and consumption. The last dimension (sociocultural practice) deals with how the first of two dimensions influence the social phenomena. Fairclough (1992) indicates that the analysis of the linguistic features of the text inevitably involves the discursive practice. They should not be analyzed separately even though in Fairclough's model, text and discursive practice represent 2 separate dimensions (Fairclough, 1992: 73). That is to say, the 3 levels are linked such that they cannot be analyzed as one.

The study begins with the analysis of the sociocultural practice of the news about the government's water management. Sociocultural practice refers to a social or cultural context in which the event is embedded. The sociocultural practice is analyzed by examining the wider context of water management in Thailand since this dimension can be a condition which leads the way to produce the government's water management text and the interpretation of that text. Then, the study moves to discursive practice by analyzing the production of the 3 Thai newspaper texts and the consumption of these texts by the Thai readers. At the level of text, the author investigates news texts from the 3 Thai daily newspapers by selecting only the issues

dealing with the government's water management news. It analyzes the way in which the reported news presents the event (water management issue) and the social relations, as well as the ways they construct particular versions of reality, social identities and social relations. Therefore, the following selections will be analyzed in this study:

1) Interactional control (Fairclough, 1992: 152) - the relationship between speakers, including the question of who sets the conversation agenda;

2) Ethos (Fairclough, 1992:166) - how identities are constructed through the language and aspects of the text body;

3) Lexical choices (Fairclough, 1992: 190) - how words are used to describe and explain people's behaviors, emotions and feelings. For instance, the use of positive or negative nouns, verbs and adjectives;

4) Grammar (Fairclough, 1992: 152) - how events and processes are connected or not connected with the subjects and object; for instance, the use of the active and passive voice.

In the section of textual analysis, the text of the government's water management discourse is explored according to the 2 levels of news discourse (macrostructure and microstructure) proposed by van Dijk (1988). The macrostructure level places emphasis on a global content defined by the topics. Meanwhile, the microstructure level focuses on the micro types; particular attention is paid to the way in which the government's water management issue and the people involved are described and characterized. Here, the study combines various approaches involving the concept of discursive strategies, such as such as the representation of social actors, transitivity, nominalization, lexis, metaphor, and naming, to analyze the texts. In addition, before analyzing the texts, the researcher will first transliterate the data as transliteration will maintain the particular Thai language features of the news discourse, such as the use of specific figures of speech. Then, the text will be translated into English. For better understanding about the textual analysis, Figure 3.1 below will illustrate how to investigate the discursive strategies used in the popular Thai daily newspapers.

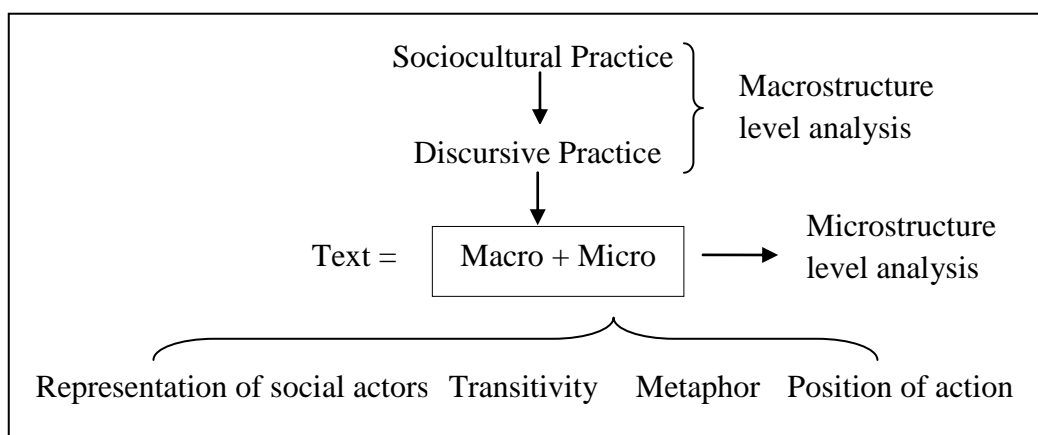


Figure 3.2 A Model of Discursive Strategy Analysis Adapted from Fairclough, 1995b

Therefore, in order to see how the newspapers present this issue, the study will first investigate the macrostructure level because this dimension would influence the text of the government's water management news. At this level, the analysis will employ both CDA and SCA by investigating sociocultural practice and discursive practice on the discourse of the government's water management news. Meanwhile, at the microstructure level, the analysis is also divided into 2 parts: macrostructure and microstructure level analysis. At this level, in order to see how the newspapers produce the discourse on the government's water management news and how such strategies influence the readers' perceptions in their cognitive systems, the researcher employs the discourse approaches mentioned.

In addition, this thesis assumes that most of the discursive strategies used in the news reporting are goal-oriented and, therefore, the language users have to use discursive strategies to guide them to achieve their goals. The intentions are often threatening so people are not allowed to express themselves directly in social interaction (Brown and Levinson, 1987). Thus, language users employ discursive strategies as tools to overcome social restraints, norms, rules and finally to construct their messages in order to achieve their goals.

Moreover, the concept of the Sociocognitive Approach (SCA), which was put forward by van Dijk, has been employed in this study as it has assumed that the relation between discourse and society is indirect, but needs to be mediated by the so-

called context model. That is, social structures, organizations, groups, gender, race, for instance, are phenomena that cannot be directly related to the mental processes of discourse production and understanding. Thus, people need a mediating cognitive device that enables them to represent the relevant structures of the social situation, both locally (micro) as well as globally (macro), and that is, at the same time, able to control the discourse, the mental processes of production and comprehension and its situated variation (van Dijk, 2008). Therefore, discourse and the reproduction of dominant groups, as well as the role of social representation in human cognition, should be explored in relation to context. In this way, van Dijk's SCA can complement the missing point in CDA since van Dijk's mental model focuses upon the role of world knowledge and cognitive processing in discourse processing (Savitri Gadavani, 2002).

By using a combination of CDA, SCA as well as discourse approaches, the study can demonstrate the distinction between language and reality in terms of whether language is controlled by social institutions or groups of people or whether language represents some ideas to impact audiences. Therefore, the combination of Fairclough's CDA and van Dijk's SCA frameworks, together with various discourse approaches used to analyze discursive strategies lends itself readily to investigate what discursive strategies are used in the Thai daily newspapers and how they function in people's minds and perceptions.

3.4 Conclusion

In this chapter, data collection and data analysis have been discussed. In Chapter 4, salient findings will be discussed to address and respond to the 3 main research questions with regard to the discursive strategies constructed by the Thai daily newspapers on the issue of the government's water management news.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this chapter, the author applies Fairclough's CDA and van Dijk's SCA together with approaches evolving around the concept of discursive strategies to analyze the discursive strategies used in the Thai daily newspapers. They are divided into 2 levels: macrostructure level and microstructure level. At the macrostructure level, Fairclough's CDA framework and van Dijk's SCA are employed by investigating the sociocultural and discursive practices respectively. The sociocultural practice is analyzed first to examine the wide context about water management in Thailand since this dimension can be a condition which leads the way to producing the government's water management text and the interpretation of that text. In the second section, the analysis moves to the discursive practice which is categorized into 2 major elements: the production of the newspaper text and the interpretation of those newspaper texts. Following that, this study moves to the microstructure level. Here, the text of the government's water management will be examined according to the 2 levels of news discourse (macrostructure and microstructure) proposed by van Dijk (1988). The macrostructure level will illustrate the global content defined by the topic or theme of the discourse of the news of the government's water management. Meanwhile, the microstructure level focuses on the micro types, such as the choices about the representation of actors, actions and lexical selections which construct discursive strategies by classifying them according to the choice of strategies, namely the representation of social actors, transitivity, nominalization, lexis, metaphor naming, position of actor and choice about representing other voices. In this part, the analysis is also divided into 2 sections: 1) the analysis of the representations of social

actors and actions and 2) the analysis of lexical selections in order to see how the text producers present the coverage of the government's water management.

In addition, to represent some importance in the discursive strategies which are used in the Thai daily newspapers, the analysis will stand on a qualitative approach. That is to say, the analysis will investigate the number of discursive strategies used in the government's water management news and then ascertain which discursive strategy predominates in the news about the government's water management and finally reveal the functions of each strategy which text producers employ to achieve their goals.

4.2 Macrostructure Level

4.2.1 Sociocultural Practice

4.2.1.1 Water Management in Thailand

Thailand has a tropical savanna climate and basically 3 seasons: the rainy season (May-October), the dry season (November-April) and the winter season (mid-October and mid-February). Regional differences across Thailand can be given according to current differences in rainfall: from dry and highly seasonal conditions in Northeast, Northern and Central Thailand to the less strongly seasonal moist tropics of the southern peninsula. During the winter season, the Northeast brings cool and dry air across Northern and Northeastern sections of the country (Aon Benfield, 2012). Because of these seasons, Thailand has been inextricably tied up with floods and droughts. When rainfalls are unusual in timing or severity, the excess water becomes a flood. But, when there is not enough rainfall, a drought will arise. Hence, water management in Thailand is very significant as it can reduce the effects of both an inundation and a drought.

According to the Office of Agricultural Economics (OAE) (2008), Thailand is one of the world's most diverse food producers. It uses about 21 million hectares or 40.9% of the total area for agricultural production. Approximately 49.8% of its area is for growing rice, 21.5% for field crops, 21.2% for fruit or horticultural crops and 7.5% for the remaining ones (OAE, 2008 quoted in Viboon Thepent and Anicit Chamsing, 2012). Because it is an agrarian country, agriculture retains an

important emphasis in Thailand's water management, especially in rural communities where the soil is fertile. Initially, Thailand's water management involved the Royal-initiated projects; for instance, Monkey's Cheek (Kaem-Ling), Artificial Rainmaking (Fon-Luang), the Pa Sak Chonlasit Dam project and the Khlong Lat Pho Floodgate project. The majority of these projects were set underway through the initiative of His Majesty the King and the Royal Irrigation Department (RID) (Kumnai Apiprachyasakul, 2012). It did not seem to include the involvement of the national or provincial governments, the business realm, or even the industrial sectors. That is, until 2011, when severe flooding occurred across Thailand. Beginning in late July and caused by a tropical monsoon season and the landfall of 5 tropical storms: Nock-ten, Haima, Haitang, Nesat and Nagae, flooding soon spread across the provinces of Northern, Northeastern and Central Thailand along the Mekong and the Chao Phraya river basins (Bangkok Post 2011c, 23 October: 4).

The number and impact of flood disasters has continued to increase across Thailand since 1995, and indeed the southern parts of Thailand are affected by far the most rain when compared with the North, Northern, Central and Eastern regions of the country. One clear example of this is the 2000 Hat Yai flooding. Hat Yai is the fast-growing commercial capital of southern Thailand. It is situated in the province of Songkhla. In November 2000, Hat Yai faced an exceptionally heavy torrential downpour, which resulted in the deaths of at least 32 people. The overall cost of the damage was estimated at roughly 13824.67 million Baht (about £230.410, million) (Sawitri Assanangkornchai, Sa-nguansri Tangboonngam and Edward, J. G., 2004).

However, the year 2011 was quite remarkable in Thailand as the country endured enormous devastation in the wake of the worst flooding in at least five decades. The Thailand floods of 2011, which basically occurred between late July and early December, first became widespread in the Northern parts of the country as a result of the start of the typical monsoon season. In addition, the arrival of the remnants of tropical storm Nock-ten in late July accelerated the severity of the rainfall (and floods) across the Northern, Northeastern and Central portions of Thailand (Aon Benfield, 2012). From 1 May to 31 October 2011, the total rainfall in the North and Central was above average. In terms of quantity, from 1 January to 31 October 2011,

the total rainfall of Thailand was 1822.4 millimeters (mm.) which was 28% above normal; the North had 1674.5 mm. of rainfalls which was 42% above normal, and the Central region had 1508.6 mm. of rainfalls which was 26% above normal (see Table 4.1) (Ministry of Information and Communication Technology of Thailand. Meteorological Department, 2011: 1).

As the calendar moved into August and September, an active and on-going monsoon season continued to elevate rainfalls in the Northern and Central regions. But, in October, a most critical point was reached when the embankment at downtown Nakhon Sawan collapsed due to the overwhelming currents of the Chao Phraya River. Nakhon Sawan, known as Pak Nam Pho, is the province where the 4 main rivers from the North--Ping, Wang, Yom, Nan-- converge and become the Chao Phraya River, which flows through the Central Plains and Bangkok before emptying into the Gulf of Thailand. This crisis meant that a massive amount of water from Nakhon Sawan was going to visit Bangkok, the capital of Thailand, before continuing to flow southward. When, during October, floodwater did reach the mouth of the Chao Phraya and inundate parts of Bangkok, the focus then turned to Bangkok, which is the center of the country's government, business and commerce, and which is one of the world's top tourist destinations (Bangkok Post 2011b, 11 October: 1). As a result of the severity of the 2011 situation, the discourse of the country's water management no longer remained only with His Majesty the King or RID, but became a dominant discourse to which the government, business and industrial sectors, as well as city dwellers began to respond.

Table 4.1 Monthly Rainfall of Each Region of Thailand (millimeters = mm.) Compared to Normal (%)

Regions	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Total
North											
Rainfall (mm.)	5.3	6.8	106.6	120	245	216.3	256.9	274.9	309.8	132.9	1674.5
Results (%)	- 10	- 40	+ 333	+ 76	+ 41	+ 43	+ 43	+ 22	+ 46	+ 8	42
Northeast											
Rainfall (mm.)	0.2	15	23.1	79	201.1	187.2	319.8	324.8	352.2	182.5	1685
Results (%)	- 95	- 15	- 39	- 8	+ 10	- 11	+ 54	+ 26	+ 46	+ 64	24
Central											
Rainfall (mm.)	1.4	22	123.8	112.9	222.6	165.8	214.9	211.8	256.9	177	1508.6
Results (%)	- 77	+ 73	+ 305	+ 51	+ 39	+ 20	+ 41	+ 15	- 2	- 2	26
Eastern											
Rainfall (mm.)	0	47	116.2	136.3	169.4	277.5	258.4	333.5	465.9	272.9	2077.5
Results (%)	- 100	+ 63	+ 113	+ 42	- 20	+ 2	- 3	+ 7	+ 40	+ 19	14

Table 4.1 (Continued)

Regions	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Total
South (East Coast)											
Rainfall (mm.)	177	21	557	63.9	124.8	121.4	141.4	157.6	122.3	241.3	1727.2
Results (%)	+ 195	- 43	+ 1005	- 13	- 9	+ 11	+ 25	- 15	- 15	- 4	57
South (West Coast)											
Rainfall (mm.)	63.7	20	424.2	118	267.1	231.7	361.9	461.3	446.9	308	2702.9
Results (%)	+ 178	- 30	+ 502	- 27	- 15	- 28	+ 3	+ 14	+ 2	- 14	9
Total											
Rainfall (mm.)	34.9	19	191	103.6	206.1	199.7	259	287.3	319.7	201.8	1822.4
Results (%)	+ 109	- 7	+ 369	+20	+ 10	+ 5	+ 29	+ 18	+ 27	+ 10	28

Source: Ministry of Information and Communication Technology of Thailand. Meteorological Department, 2011: 1.

Note: (+) = High normal (-) = below normal (normal means an average of 30 year from 1971 to 2000)

During the 2011 severe flood, many people did not know how high the water levels would rise; they feared for their lives, their property, and even the safety of their loved ones. This fear was heightened by the fact that the flood left residents without fresh drinking water, food and electricity (and thus light at night). Many were unable to leave their homes or communicate with their loved ones, not even by telephone. As the situation became messy and chaotic at times, Prime Minister Yingluck Shinawatra who had taken office during the meantime had to tackle this disaster. Ms. Yingluck Shinawatra, Thailand's first female Prime Minister, had never before participated in the political realm, and is accused of being the clone or nominee of her brother, former premier Thaksin Shinawatra. Ms. Yingluck was sworn into office in early August, 2011. Therefore, the 2011 flood crisis was the first major test of prove her ability to handle a national disaster, as well as to dismiss the allegations of being her brother's puppet (Bangkok Post 2011e, 16 November: 3).

The Emergency Operation Center for Flood, Storm and Landslide was set up on August 20, 2011 under the Disaster Prevention and Mitigation Department of the Ministry of Interior to coordinate warning and relief efforts. However, as the flooding approached Bangkok, the Emergency Operation Center was superseded by the Flood Relief Operation Center (FROC) as it could not exercise sufficient authority. Premier Yingluck Shinawatra had set up FROC at the Don Mueang Airport intending it to deliver aid and to coordinate the water management with other agencies, including the Royal Irrigation Department (RID) and the Bangkok Metropolitan Administration.

The premier had placed her deputy Pracha Promnok as FROC's director. Mr. Pracha was the Justice Minister who seemed not to have any skills in managing water, but Mr. Pracha was given this responsibility (Bangkok Post 2011e, 16 November: 3). Adding to the this anomaly was that the premier had the Interior Ministry which had the largest number of personnel and amount of manpower at every level of government across the country, but she was not put them in charge of a flood relief (Bangkok Post 2011e, 16 November: 3). Such decisions may show Ms. Yingluck's inability to put the right person in the right job. Also, according to Cohen

(2012), FROC was severely criticized and declared incompetent to handle the situation. For example, FROC members were accused of pushing flood relief priorities in different directions, according to their political interests, preventing the formation of a coherent policy (Yoon, 2011 quoted in Cohen, 2012). The public had grown weary, distrustful of the confusing messages emanating from the FROC and the unreliable information released by different government agencies. They became frustrated with the water management. For example, the Thai Farmers Association said, “rice farmers are unhappy with the government's water management efforts” (Bangkok Post 2011a, 16 September).

Another issue that makes this incident worthy as a selected news piece is the political aspect. The flood has been presented as a result of the long standing political conflict between the 2 major political parties: Phue Thai and Democrat party. That is to say, the premier Yingluck Shinawatra, in charge of the central government, comes from Phue while MR Sukhumbhand Paribatra, the governor of Bangkok, comes from the opposition Democrat party. Ultimately this party difference meant that the floods were no longer just a natural disaster issue. Rather, they became the focus of a political game between the government and the opposition on water management, raising the question of whether the flood was due to a natural cause or to water mismanagement. If the latter, the question needing to be answered was who took responsibility for this tragedy. In this regard, in presenting news about the flood, the newspapers succeeded in covering environmental as well as political issues at the same time.

4.2.2 Discursive Practice

4.2.2.1 The Production of the Text

The data of this study were gathered from the Thairath, Daily News and Khaosod newspapers. They are used as representatives for analyzing the discursive strategies used in the coverage of the Premier Yingluck Shinawatra’s water management. To understand the presentation of the news of the government’s water management, the analysis is categorized into 3 parts: 1) the analysis of newspaper

policy, 2) the analysis of news newspaper structure and news production and 3) the analysis of newsworthiness.

1) The Analysis of Newspaper Policy

As mentioned earlier, this study uses public data from the 3 Thai daily newspapers: Thairath, Daily News and Khaosod to examine the coverage of the government's water management. The policy of these 3 Thai daily newspapers focuses more on a type of soft news. Soft news uses emotional or sensational images which stir up emotion in audiences. However, as mentioned in Chapter 2, at present, the Thai daily newspapers do not present only soft news, but also hard news. That is to say, if the story is perceived to be of interest to the audience or affects people at large, the Thai newspapers will present it. Therefore, although the government's water management news is counted as a type of hard news, it is presented by these 3 Thai newspapers because it affects most people in society. Apart from the policy of news, the newspaper structure and news production as well as its newsworthiness are also mentioned since they are other factors that have effect on the production of the text.

2) The Analysis of Newspaper Structure and News Production

Newspapers are complex organizations. As news breaks in unpredictable ways, the newspapers must have a structure to organize such varied news stories. By structure, members know how their organizations work and how they are put together. More specifically, the structure in a newspaper organization helps members work routinely. According to Malee Bonsiriphan (1994 quoted in Natta Sriboonrod, 2002), the newspaper structure primarily consists of 3 essential divisions: Editorial Department, Business Department and Mechanical Department. Each division works together to compile and publish a whole newspaper. However, to work effectively, the newspaper organizations at present have added 2 new departments: the Marketing and Promotion Department and the Administrative Department. In this section, the newspaper structure and news production will be discussed.

Based on the work of Natta Sriboonrod (2002), the study found that when exploring newspaper structures in the 3 Thai daily newspapers, there are some general characteristics that are fundamental to almost every newspaper: the Editorial

Department. The Editorial Department is a significant division in producing news. Normally, this division consists of 12 news desks for each typical news story: regional news desk, political news desk, economic news desk, criminal news desk, central news desk, sport news desk, scoop news desk, women's news desk, educational news desk, agricultural news desk, international news desk, and entertaining news desk. Each desk has their own page in the newspapers. However, the government's water management news is not included in these 12 news desks. Instead, it is a particular day's news which is selected for presentation as it affects the population at large.

In the daily news production process, 6 key persons are involved. The first is the reporters. Reporters are responsible for finding and writing the stories. Sometimes, the news editor assigns reporters to seek out stories or follow up the stories which are attractive by public. When the reporters receive the story, they write it and send it to the rewriter, the second person. The rewriter will proofread the content and make it more concise before submission to the news editor or other desk chief involved, the third person to decide which stories are most informative and of the greatest value to the readers. After that, the story will be sent to the managing editor, the fourth person who is responsible for making a final decision to select the story as news. Then, the chosen story will be sent to the makeup editor, the fifth person, to dummy (lay out) the pages. Finally, the story is submitted to the mechanical department to compose the content, plate, stereotype, and then print a whole newspaper. Hence, the last process in the production of the news in the 3 Thai daily newspapers is the mechanical department (Natta Sriboonrod, 2002).

3) The Analysis of Newsworthiness

A newspaper does not simply report events which are naturally newsworthy in themselves. That is to say, news is the end product of a complex process which begins with a systematic selection of events and topics according to the policy of a particular newspaper. In addition, the widely accepted criteria in analyzing newsworthiness are frequency, threshold, unambiguity, meaningfulness, consonance, unexpectedness, continuity, composition, reference to elite people, reference to elite nations, reference to persons and reference to something negative (Galtung and Ruge,

1965). In this analysis, continuity and reference to elite people are the 2 main criteria which justify the presentation of the government's water management news.

(1) Continuity

Continuity refers to the way in which newspapers present a certain event; such an event tends to be presented again over a certain period of time. Table 4.2 below illustrates some examples of the continuity found in the government's water management news.

Table 4.2 Examples of Continuity

Examples of Continuity
<p>1) “ปู” คึง “โครัง-สุเมธ” ร่วมฟื้นฟูวางแผนจัดการน้ำ (ข่าวสด 10/11/54: หัวข่าว) Transliteration: “Crab” pull “Krong-Sumet” join rehab plan manage water Translation: “Phu” drew “Krong-Sumet” into the rehabilitation of water management plan. (Khaosod 10/11/11: Headline)</p>
<p>2) ส.ว. อัดสปก. บริหารแผนน้ำห่วย (หัวรอง: เดลินิวส์ 22/11/54) Transliteration: Senator compress FROC administrate plan water bad Translation: Senator condemned FROC for inefficient water plan management. (Daily News 22/11/11: Subhead)</p>
<p>3) “กิตติรัตน์” ย้ำแผนแม่บทบริหารจัดการน้ำใกล้เสร็จ การันตีปีหน้าน้ำไม่ท่วมพื้นที่ ศก. (หัวรอง: เดลินิวส์ 12/12/54) Transliteration: "Kittiratt" emphasize plan mother chapter administrate manage water near finish guarantee year next water no flood area economy Translation: “Kittiratt” insisted that a master plan for water management was nearly complete and guaranteed that next year the economic areas will not be inundated. (Daily News 12/12/11: Subhead)</p>

Table 4.2 (Continued)

Examples of Continuity
<p>4) “ปลอดประสพ” ย้ำชัด ห่วงน้ำท่วมมากกว่าน้ำแล้ง ผู้ปฏิบัติยังมีแนวคิดเก่าๆ ในการบริหารจัดการน้ำ (ไทยรัฐ 23/01/55: หัวรอง)</p> <p>Transliteration: “Plodprasop” repeat clear worry waters flood more than water drought point practitioners still have concept old in administration manage water</p> <p>Translation: “Plodprasop” stressed clearly he was more anxious about a flood than a drought and indicated practitioners still used an old concept for water management. (Thairath 23/01/12: Subhead)</p>
<p>5) “ปู” ตั้งเพิ่ม 2 คณะกรรมการ ชุด “กนอช.” ทำแผนป้องกันน้ำท่วม “กบอ.” เป็นฝ่ายปฏิบัติ (ข่าวสด, 29/02/55: หัวรอง)</p> <p>Transliteration: “Crab” set up 2 committees sprout up “NWRFPFC” dose plan protect flood and “WFMC” is operator</p> <p>Translation: “Phu” appointed 2 more committees. Now “NWRFPFC” constructed a flood prevention plan and “WFMC” executed the plan. (Khaosod, 29/02/12: Subhead)</p>

Based on Table 4.2, it was found the government’s water management news has stayed in the newspapers for 4 months from November to February. Although the flooding has reduced, its coverage is ongoing. This is because this particular event affects the larger public and their lives.

2) Reference to Elite People

In addition to the continuity, a reference to elite people is another factor which the newspapers use to make a story newsworthy. A reference to elite people means when a famous person is involved in the story. Some examples are presented in Table 4.3 below.

Table 4.3 Examples of Reference to Elite People

Examples of Reference to Elite People
<p>1) “<u>ปราโมทย์ ไม้กลัด</u>” แนะนำรัฐบาลรีบตั้งศูนย์บริหารจัดการวิกฤตรับมือน้ำท่วมได้แล้วตั้งแต่นี้ (ข่าวสด 28/01/55: หัวรอง)</p> <p>Transliteration: “<i>Pramote Maiklad</i>” suggest the government hurry set up a center administrate manage crisis to receive hand water flood since now</p> <p>Translation: “<i>Pramote Maiklad</i>” suggested the government speed up establishing a crisis management center to handle the flood from now on. (Khaosod 28/01/12: Subhead)</p>
<p>2) “<u>วีรพงษ์-กิตติรัตน์</u>” แจงแผนบริหารจัดการน้ำทางรายการ “รัฐบาลยิ่งลักษณ์พบประชาชน ” (ไทยรัฐ 08/01/55: หัวรอง)</p> <p>Transliteration: “<i>Weerapon-Kittiratt</i>” enumerate plan administrate manage water way list “Government Yingluck Meet People”</p> <p>Translation: “<i>Weerapon-Kittiratt</i>” explained a water management plan that was broadcast on the “Prime Minister Yingluck’s Government Meets the People” program. (Thairath 08/01/12: Subhead)</p>
<p>3) <u>นายก “ปู”</u> ควง <u>ดร. โกร่ง</u> แจงแผนแก้ไขวิกฤตน้ำออกโทรทัศน์ (ข่าวสด 26/12/54: หัวรอง)</p> <p>Transliteration: <i>Prime Minister “Crab”</i> swing <i>Dr. Krong</i> enumerate plan solve crisis water out television</p> <p>Translation: <i>Prime Minister “Phu”</i> together with <i>Dr. Krong</i> explained a plan for water crisis solutions in a television broadcast. (Khaosod 26/12/11: Subhead)</p>

According to Table 4.3, journalists select to present this issue because it deals with the actions of famous people, such as Prime Minister Yingluck Shinawatra, Pramote Maiklad, Weerapon or Dr. Krong. These persons have more due sequence than others and have an authority to tell the story. Therefore, presenting these people can make audiences more readily believe this event is not the construction of the newspapers, but rather is a real story.

In conclusion, concerning the production of the text, the newspaper coverage of the government's water management is hard news in which the contents are presented in a stressful and formal way. The way in which the event is produced starts from reporters who interview persons or officials who deal with the event. They then write the story for the rewriter to correct typological errors. After that, the story will be submitted to the desk chief to review and write interesting headlines, to the managing editor to refine and polish to make it more valuable and comprehensible, and then to the makeup editor to dummy pages. Finally, the story will be sent to the mechanical department to be printed out. In addition, continuity and reference to elite people are the 2 main aspects of newsworthiness of this event to which the newspaper paid much attention.

4.2.2.2 The Consumption of the Text

As mentioned earlier, the study classifies the news about the government's water management as hard news since it is presented as a serious issue which affects wide audiences of all classes in society. According to such a view, journalists have to produce news- a product of a news organization- which is of interest to all classes of audience. In the case of the government's water management news, audiences can be seen as the public and victims of inundation. The public refers to the members of the society. Meanwhile, the victim is seen as the people who are affected by the flood situation. Therefore, in this section, the analysis will focus on how readers, whether or not as members of the public or flood victims, interpret the texts of the government's water management news under the 3 Thai daily newspapers.

In general, journalists do not know who their real readers are as individuals. Thus, in this specific event, the target groups of these 3 Thai daily newspapers are not aimed at a specific group of readers. They may or may not be the victims of inundation. In spite of the ability of newspapers to influence the readers' perceptions, the findings found that there is no guarantee that the readers whether they are flood victims or members of the public will perceive or interpret ideas similar to those of the newspapers. This means that readers' perceptions about the event do not totally rely on the text of the newspapers; rather, they rely on the existing knowledge

stored in their minds. The existing knowledge used by audiences to try to understand the text may be called “schema”. Schema represents knowledge about a concept or type of stimulus (Fiske and Taylor 1991). It is also a network of mental representations which stores and organizes the knowledge of the reader about the world (van Dijk, 1988). Hence, the readers’ perceptions depend on prior knowledge or past experience. The readers are likely to acquire the information faster and more efficiently when that information is consistent with their prior knowledge or a past experience. They will interpret the news in more analytical and socially connected ways when they share the same direct experience with the issue. As a result, in the discourse of the government’s water management, the readers who have positive views on the Thairath, Daily News and Khaosod newspapers based on their past experiences may believe what these newspapers report. By contrast, the newspaper coverage of this issue may not be effective on a group of readers whose schemata about these 3 Thai daily newspapers are negative.

In conclusion, the consumption of the 3 Thai daily newspaper texts mostly depends on readers’ perceptions about a previous event which is presented in other newspapers or any other means of mass media. It can be argued that the readers’ ways of understanding and perceiving the newspapers coverage are not identical, but their past experience or their particular knowledge form their understanding and perception. Sometimes, a newspaper may provide information that is already known to the readers. But, sometimes, the newspaper may present new information to correct the original. However, although the newspapers have the ability to present news in the form of a reproduction or an amendment of the original schema, they cannot make readers believe in what they present as what the readers interpret totally depends on their background experience or prior knowledge.

4.3 Microstructure Level

In this part, the text and context of the government's water management discourse will be examined according to the 2 levels of news discourse (macrostructure and microstructure) proposed by van Dijk (1988). The macrostructure level places emphasis upon a global content defined by the topics or the theme of a discourse of news of the government's water management. Meanwhile, the microstructure level focuses on the micro types, such as the choices about the representation of actors and actions and lexical selections which form discursive strategies.

4.3.1 Macrostructure Analysis of the Government's Water Management News

To illustrate the overall particular features of the discourse of the news of the government's water management, a macrostructure analysis is taken into consideration.

When analyzing the 30 pieces of the government's water management news in the 3 Thai daily newspapers, the study found that there are some conventional news categories (van Dijk, 1988: 52-56) in the news reporting. They are 1) Summary (headline + lead), the headline will summarize the event of the government's water management and then the text producers give a few more details of the event summarized in the lead. After summarizing the introduction of the headline and lead, the next step is 2) specifying Main event. Here, the authors may give 3) Background information, such as the information about the flood situation in each region of Thailand, the causes of the heavy rain in the year 2011 while talking about the government's water management. In addition, the authors also provide 4) Verbal reaction (comments or opinions) from people of special prominence, such as Prime Minister Yingluck Shinawatra, Smith Dharmasaroj, Pramote Maiklad, Kittiratt Naranon" or "M.R. Sukhumbhand Paribatra to satisfy the news values. Only 5) Comment of journalists is absent. Therefore, the overall discourse of the news of the

government's water management consists of 4 news categories: summary, main event, background and verbal reaction.

4.3.2 Microstructure Analysis of the Government's Water Management News

In this section, the gathering of discursive strategies found in this study will be illustrated. The investigation of each strategy begins with its definitions, its examples and its discussions. Based on 30 pieces of newspaper coverage of the Primer Yingluck's government water management, the analysis is categorized into 2 sections: the analysis of the choice about the representations and the analysis of lexical selections. The following strategies are found in this study.

4.3.2.1 The Analysis of Choices about the Representations

Text producers have a range of choices for the representations when deciding how they wish to represent persons, actions or events. The choices they employ would serve not only to draw attention to certain aspects of persons, actions and events that will deal with certain types of discourses, but also to portray participants in a way that tends to align audiences alongside or against them. The representations selected in this news are categorized into the following categories

1) Choice about the Representation of Social Actors and Actions

(1) Transitivity

Transitivity is the term used to refer to the verbal structure of the sentence. Broadly, it explicates who does what to whom and how. In this part, the researcher focuses on actors and their actions. From the findings of the analysis, there are 38 news texts classified as transitivity. The findings indicate that there are 2 types of process: verbal process (verb dealing with the meaning of saying) and material process (verb dealing with the meaning of doing). The verbal process has been found 27 times while the material process has been found 11 times. Here are some examples. Other examples see Appendix A.

Table 4.4 Transitivity

Transitivity
<p>1) “<u>ปู</u>” <u>แจง</u> ทุ่มงบ 1.8 หมื่นล้านบาททำแผนรับมือน้ำท่วมปีนี้ สร้างระบบเตือนภัยจัดการพื้นที่ต้นน้ำ (ข่าวสด 22/02/55: หัวรอง)</p> <p>Transliteration: “<i>Crab</i>” <i>enumerate</i> throw budget 1.8 million baht do plan get hand flood this year build system warn manage area stem water</p> <p>Translation: “<i>Phu</i>” <i>explained</i> that a budget of Bt. 1.8 trillion would be used to conduct a plan to tackle this year’s flood, build a warning system and manage the water source area. (Khaosod 22/02/12: Subhead)</p>
<p>2) <u>น.ส. ยิ่งลักษณ์</u> ได้เรียกประชุมคณะทำงานบริหารจัดการน้ำเพื่อเตรียมดินสายลงพื้นที่ต่างจังหวัด และเตรียมมาตรการบริหารจัดการน้ำทั้งระบบ (เดลินิวส์ 02/02/55: เนื้อข่าว)</p> <p>Transliteration: <i>Ms. Yingluck call</i> a meeting faculty do job administrate manage water for prepare walk late down area upcountry and prepare measure administrate manage water all system</p> <p>Translation: <i>Ms. Yingluck summoned</i> a committee to work on water management both to prepare for an upcountry area visit and a measure to manage the whole water system. (Daily News 02/02/12: News Body)</p>
<p>3) “<u>ปู</u>” <u>แถลง</u> แผนจัดการน้ำ (ข่าวสด 22/01/55: หัวข่าว)</p> <p>Transliteration: “<i>Crab</i>” <i>declare</i> plan manage water</p> <p>Translation: “<i>Phu</i>” <i>announced</i> a water management plan. (Khaosod 22/01/12: Headline)</p>
<p>4) <u>ปู</u> <u>ยืนยัน</u> 1 ค. แผนเสร็จ (ไทยรัฐ 25/12/54: หัวข่าว)</p> <p>Transliteration: <i>Crab confirm</i> one month plan finish</p> <p>Translation: <i>Phu confirmed</i> a plan was completed in one month. (Thairath 25/12/11: Headline)</p>
<p>5) <u>ปู</u> <u>ลุย</u> แผนแก้ปัญหาน้ำท่วม (ข่าวสด 04/02/55: หัวข่าว)</p> <p>Transliteration: <i>Crab wade</i> plan solve water flood</p> <p>Translation: <i>Phu forged ahead</i> with her plan to resolve the flooding. (Khaosod 04/02/12: Headline)</p>

Table 4.4 (Continued)

Transitivity	
6) <u>น.ส. ยิ่งลักษณ์ กล่าวขอบคุณ</u> ชาวบางบาลที่เสียสละพื้นที่แก้มลิงรับน้ำ เพราะถือเป็นวิธีการที่ดีที่สุดที่เราจะสามารถบริหารน้ำได้อย่างมีระบบ (เดลินิวส์ 18/02/12: เนื้อข่าว)	<p>Transliteration: <i>Ms. Yingluck say</i> thank residents Bang-Ban that sacrifice areas <i>Kaem ling</i> to take water because hold is way that best that we can manage the water system</p> <p>Translation: <i>Ms. Yingluck thanked</i> residents in Bang Ban district for devoting <i>Kaem ling</i> (monkey cheek) areas to retain water as it was the best way by which we can manage water systematically. (Daily News 18/02/12: News Body)</p>
7) <u>น.ส. ยิ่งลักษณ์ กล่าวว่า</u> แผนแม่บทการบริหารจัดการทรัพยากรน้ำมีแนวทางการดำเนินงานที่สำคัญ 3 ด้าน (เดลินิวส์ 22/01/55: เนื้อข่าว)	<p>Transliteration: <i>Ms. Yingluck say</i> that plan mother chapter administration manage resource water have way operation importance 3 rough.</p> <p>Translation: <i>Ms. Yingluck said</i> that a master plan for water resource management consisted of 3 main elements. (Daily News 22/01/12: News Body)</p>
8) <u>“ปู” ดึง “โคร่ง-สุเมธ”</u> ร่วมฟื้นฟูวางแผนจัดการน้ำ (ข่าวสด 10/11/54: หัวข่าว)	<p>Transliteration: “<i>Crab</i>” <i>pull</i> “Krong-Sumet” join rehab plan manage water</p> <p>Translation: “<i>Phu</i>” <i>drew</i> “Krong-Sumet” into the rehabilitation of the water management plan. (Khaosod 10/11/11: Headline)</p>
9) <u>“ปู” ย้ำ</u> แผนจัดการน้ำชัด (ข่าวสด 30/01/55: หัวข่าว)	<p>Transliteration: “<i>Crab</i>” <i>emphasis</i> plan manage water clear</p> <p>Translation: “<i>Phu</i>” <i>insisted</i> that a water management plan was clear. (Khaosod 30/01/12: Headline)</p>
10) <u>ปู</u> <u>ประกัน</u> แผนการจัดการน้ำ (เดลินิวส์ 30/01/55: หัวข่าว)	<p>Transliteration: <i>Crab guarantee</i> plan management water</p> <p>Translation: <i>Phu guaranteed</i> a water management plan. (Daily News 30/01/12: Headline)</p>

Table 4.4 (Continued)

Transitivity
<p>11) “<u>วีระพงษ์-กิตติรัตน์</u>” <u>แฉ</u>แผนบริหารจัดการน้ำทางราชการ “รัฐบาลยิ่งลักษณ์พบประชาชน ” (ไทยรัฐ 08/01/55: หัวรอง)</p> <p>Transliteration: “<u>Weerapon-Kittiratt</u>” <u>enumerate</u> plan administrate manage water way list “Government Yingluck Meet People”</p> <p>Translation: “<u>Weerapon-Kittiratt</u>” <u>explained</u> a water management plan broadcasting on the “Prime Minister Yingluck Government Meets the People” program. (Thairath 08/01/12: Subhead)</p>
<p>12) “<u>ปู</u>” <u>ตั้ง</u>เพิ่ม 2 คณะกรรมการ ชุด “กนอช.” ทำแผนป้องกันน้ำท่วม “กบอ.” เป็นฝ่ายปฏิบัติ (ข่าวสด 29/02/55: หัวรอง)</p> <p>Transliteration: “<u>Crab</u>” <u>set</u> 2 committees sprout up “NWRFP” dose plan protect flood and “WFMC” is operator</p> <p>Translation: “<u>Phu</u>” <u>appointed</u> 2 more committees: “NWRFP” constructed a flood prevention plan and “WFMC” executed the plan. (Khaosod 29/02/12: Subhead)</p>
<p>13) “<u>ปลอดประสพ</u>” <u>ย้ำ</u>ชัด ห่วงน้ำท่วมมากกว่าน้ำแล้ง <u>ชี้</u>ผู้ปฏิบัติยังมีแนวคิดเก่าๆในการบริหารจัดการน้ำ (ไทยรัฐ 23/01/55: หัวรอง)</p> <p>Transliteration: “<u>Plodprasop</u>” <u>repeat</u> clear worry water flood more than water drought <u>point</u> practitioners still have concept old in administration manage water</p> <p>Translation: “<u>Plodprasop</u>” <u>stressed</u> clearly he was more anxious about flooding than a drought and <u>indicated</u> practitioners still used an old concept for water management. (Thairath 23/01/12: Subhead)</p>
<p>14) <u>นายก “ปู”</u> ควง ดร. <u>โกร่ง</u> <u>แฉ</u>แผนแก้ไขวิกฤตน้ำออกโทรทัศน์ (ข่าวสด 26/12/54: หัวรอง)</p> <p>Transliteration: <u>Prime Minister “Crab”</u> screw <u>Dr. Krong</u> <u>enumerated</u> plan solve crisis water out television</p> <p>Translation: <u>Prime Minister “Phu”</u> together with <u>Dr. Krong</u> <u>explained</u> a plan to solve the water crisis on television. (Khaosod 26/12/11: Subhead)</p>

Table 4.4 (Continued)

Transitivity
<p>15) <u>น.ส. ยิ่งลักษณ์</u> ชินวัตร นายกรัฐมนตรี <u>กล่าวว่า</u> ในสัปดาห์หน้า ตนจะลงพื้นที่ต่างจังหวัดเพื่อดูการแก้ไขปัญหาและการบริหารจัดการน้ำ (เดลินิวส์ 04/02/55: เนื้อข่าว)</p> <p>Transliteration: <u>Ms. Yingluck</u> Shinawatra Prime Minister <u>say</u> that in week next I will down area upcountry for watch resolve problem and administrate manage water</p> <p>Translation: Prime Minister <u>Ms. Yingluck</u> Shinawatra <u>said</u> that next week she will visit upcountry areas to solve problems and manage water. (Daily News 04/02/12: News Body)</p>
<p>16) “<u>ปู</u>” <u>แจง</u>แผนแก้วิกฤตน้ำ (ข่าวสด 26/12/54: หัวรอง)</p> <p>Transliteration: “<u>Crab</u>” <u>enumerate</u> plan solve crisis water</p> <p>Translation: “<u>Phu</u>” <u>explained</u> a plan for a water crisis solution. (Khaosod 26/12/11: Subhead)</p>
<p>17) <u>นายกฯปู</u> <u>เผย</u>แผนรับมือ-แบบยั่งยืน (ไทยรัฐ 22/01/55: หัวข่าว)</p> <p>Transliteration: <u>Prime Minister Crab</u> <u>reveal</u> plan take hand form sustain</p> <p>Translation: <u>Prime Minister Phu</u> <u>revealed</u> a sustainable plan to tackle the problems. (Thairath 22/01/12: Headline)</p>
<p>18) “<u>ปู</u>” <u>เข้า</u>เฝ้าทูล 8 แผนแก้ท่วม (ข่าวสด 24/02/55: หัวข่าว)</p> <p>Transliteration: “<u>Crab</u>” <u>enter</u> guard <u>report</u> eight plan solve water flood</p> <p>Translation: “<u>Phu</u>” had an audience with HM the King to <u>report</u> on the 8 plans for a flood solution. (Khaosod 24/02/12: Headline)</p>
<p>19) <u>โคร่ง</u> <u>ทุ่ม</u>เงิน 3.5 แสนล้าน จัดการน้ำ (ไทยรัฐ 25/12/54: หัวข่าว)</p> <p>Transliteration: <u>Krong</u> <u>throw</u> 3.5 hundred billion manage water</p> <p>Translation: <u>Krong</u> <u>spent</u> Bt 3.5 hundred billion on water management. (Thairath 25/12/11: Headline)</p>
<p>20) <u>ปู</u> <u>แจง</u>แผนสู้ท่วม <u>คุม</u>เขื่อนน้ำเขื่อน (ข่าวสด 22/01/55: หัวข่าว)</p> <p>Transliteration: <u>Crab</u> <u>enumerate</u> plan fight flood <u>control</u> dark water dam</p> <p>Translation: <u>Phu</u> <u>explained</u> a plan for flood fighting and strictly <u>controlled</u> water in a dam. (Khaosod 22/01/12: Headline)</p>

Table 4.4 illustrates the use of transitivity. The 3 Thai daily newspapers employ the verbal process (a process of saying) and material process (a process of doing) in their reporting. The verbal processes are expressed through the use of verbs, namely explained, said, summoned, insisted, announced, confirmed, guaranteed, thanked, stressed, pointed and revealed. Meanwhile, the material processes are expressed through the use of action verbs, such as appointed, accelerated, forged ahead, spent, reported, drew into and controlled. The study found that the authors are likely to present the actors by the use of verbal verbs rather than action verbs. That is to say, from above examples, it can be seen that the authors utilize verbal processes, as a process of saying to portray the way in which the government makes an effort in many different ways, such as the use of the verbs “confirmed”, “guaranteed” and “revealed” in order to manage water. This process can appeal to the audience’s perception to connect the political beliefs and possibility in water management.

(2) Exclusion

Exclusion is used to refer to when the agents, typically those of the authorities, are omitted. As Van Leeuwen (2013), mentioned “representations include or exclude actors to suit their interest and purposes in relation to the readers for whom they are intended”. Some exclusion may be general details which readers are assumed to know already, or which are deemed irrelevant to them. Others deal closely with certain strategies for creating specific ideologies. In this study, this choice is evidenced in the following 6 examples:

Table 4.5 Exclusion

Exclusion
<p>1) สับและแผนแม่บทแก้ปัญหา “น้ำท่วม” (เดลินิวส์ 22/01/55) Transliteration: Chop plan mother chapter solve problem "flood" Translation: The master plan for a flood solution was attacked. (Daily News 22/01/12: Headline)</p>

Table 4.5 (Continued)

Exclusion
<p>2) เดินหน้าแผนจัดการน้ำท่วม (ข่าวสด 26/02/55: หัวข่าว) Transliteration: Walk face plan manage water flood (Khaosod 26/02/12) Translation: A water management plan was stepped forward. (Khaosod 26/02/12: Headline)</p>
<p>3) ขับเคลื่อนแผนบริหารน้ำท่วม (ข่าวสด 27/02/55: หัวข่าว) Transliteration: Drive move plan administrate water flood Translation: A water management plan was expedited. (Khaosod 27/02/12: Headline)</p>
<p>4) ปรับแผนตามสถานการณ์น้ำ (ข่าวสด 24/02/55: หัวข่าว) Transliteration: Point adapt plan follow situation water Translation: A plan was adapted according to the water situation. (Khaosod 24/02/12: Headline)</p>
<p>5) ฉะแผนห่วยหน่วยงานมั่ว (เดลินิวส์ 27/01/55: หัวข่าว) Transliteration: Slash plan bad agency muddle Translation: The plan was criticized for its inefficiency; the agency was denounced as disorderly. (Daily News 27/01/12: Headline)</p>
<p>6) จากไทยมีหน่วยงานบริหารจัดการ น้ำกว่า 20 หน่วยงานมากที่สุดในโลก แต่ไร้เอกภาพ แยกกัน อยู่คนละหน่วยงาน (เดลินิวส์ 27/01/55: เนื้อข่าว) Transliteration: Denounce Thai has agency administrate manage water more than 20 agency in the world but no unity separation each agency Translation: It was denounced that although Thailand had more than 20 agencies in the world for water management, it appeared that there is no unity among them, and the agencies did not cooperate with each other. (Daily News 27/01/55: News body)</p>

As illustrated in Table 4.5, the use of exclusions is found in 6 phrases from all 30 copies. The text producers do not include the actors as they assume that readers can already know themselves who or which parties are referred to

from the context of the story. Generally speaking, in Thai society, the public have a common concept of the Thai government which consists of the 2 main power parties: the Democrat party and the Pheu Thai party. At present, the public know who governs the country (Pheu Thai party), and who is the opposition party (Democrat party). Example 2, 3 and 4 are known as the government side. Meanwhile, example 1, 5 and 6 are known as the opposition party. As a result, the Thai daily newspapers do not present the agent as they are sure audiences know exactly who the agent is or which parties are talked about in this context.

2) Choice of Naming Representation

Naming is a perspective of language encompassed with social rules. It can be possible to cause offence by using the wrong naming towards people (Reah, 2002: 55). Forms of naming may be first name only (e.g. Elizabeth); short form of the first name only (e.g. Liz, Rob); first name + last name (e.g. Elizabeth Smart); title + first name (e.g. Ms, Mrs, Miss Elizabeth), and nickname (Fergie, Di). 23 examples of the use of naming are as follows:

Table 4.6 Choice of Naming Representation

Choice of Naming Representation
<p>1) <u>ฟุ</u>การันตีแผนการจัดการน้ำ (เดลินิวส์ 30/01/55: หัวข่าว) Transliteration: <i>Crab</i> guarantee plan management water Translation: <i>Phu</i> guaranteed a water management plan. (Daily News 30/01/12: Headline)</p>
<p>2) <u>ฟุ</u> แจงแผนแก้วิกฤตน้ำ (ข่าวสด 26/12/54: หัวรอง) Transliteration: “<i>Crab</i>” enumerate plan solve crisis water Translation: “<i>Phu</i>” explained a plan for a water crisis solution. (Khaosod 26/12/11: Subhead)</p>
<p>3) <u>ฟุ</u>ลุยแผนแก้ท่วม (ข่าวสด 04/02/55: หัวข่าว) Transliteration: <i>Crab</i> wade plan solve water flood Translation: <i>Phu</i> forged ahead with her plan to resolve the flooding. (Khaosod 04/02/12: Headline)</p>

Table 4.6 (Continued)

Choice of Naming Representation
<p>4) <u>โกร่ง</u> ทุ่มเงิน 3.5 แสนล้าน จัดการน้ำ (ไทยรัฐ 25/12/54: หัวข่าว) Transliteration: <i>Krong</i> throw money 3.5 hundred billion manage water Translation: <i>Krong</i> spent Bt. 3.5 hundred billion on water management. (Thairath 25/12/11: Headline)</p>
<p>5) “<u>วีระพงษ์-กิตติรัตน์</u>” แจงแผนบริหารจัดการน้ำทางรายการ “รัฐบาลยิ่งลักษณ์พบประชาชน ” (ไทยรัฐ 08/01/55: หัวรอง) Transliteration: “<i>Weerapon-Kittiratt</i>” enumerate plan administrate manage water way list “Government Yingluck Meet People” Translation: “<i>Weerapon-Kittiratt</i>” explained a water management plan broadcasting on “Prime Minister Yingluck’s Government Meets the People” program. (Thairath 08/01/12: Subhead)</p>
<p>6) “<u>ปู</u>” แถลงแผนจัดการน้ำ (ข่าวสด 22/01/55: หัวข่าว) Transliteration: “<i>Crab</i>” declare plan manage water Translation: “<i>Phu</i>” announced a plan for water management. (Khaosod 22/01/12: Headline)</p>
<p>7) “<u>ปู</u>” ตั้งเพิ่ม 2 คณะกรรมการ ชุด “กนอช.” ทำแผนป้องกันน้ำท่วม “กบอ.” เป็นฝ่ายปฏิบัติ (ข่าวสด 29/02/55: หัวรอง) Transliteration: “<i>Crab</i>” set up 2 committees emerge “NWRFPCC” dose plan protect flood and “WFMC” is operator Translation: “<i>Phu</i>” appointed 2 more committees. “NWRFPCC” constructed a flood prevention plan and “WFMC” executed the plan. (Khaosod 29/02/12: Subhead)</p>
<p>8) <u>ปู</u>ประธานกนอช.บริหารจัดการน้ำ (เดลินิวส์ 08/02/55: หัวข่าว) Transliteration: <i>Crab</i> subject NWRFPCC administrate manage water Translation: <i>Phu</i> was the president of NWRFPCC for water management. (Daily News 08/02/12: Headline)</p>

Table 4.6 (Continued)

Choice of Naming Representation
<p>9) ปู่ยัน 1 ค. แผนเสร็จ (ไทยรัฐ 25/12/54: หัวข่าว) Transliteration: <i>Crab</i> confirm one month plan finish Translation: <i>Phu</i> confirmed a plan was completed in one month. (Thairath 25/12/11: Headline)</p>
<p>10) “ปู่” ย้ำแผนจัดการน้ำชัด (ข่าวสด 30/01/55: หัวรอง) Transliteration: “<i>Crab</i>” emphasis plan manage water clear Translation: “<i>Phu</i>” insisted that the water management was clear. (Khaosod 30/01/12: Subhead)</p>
<p>11) ปู่แจงแผนสู้ท่วม คมเข้มน้ำเขื่อน (ข่าวสด 22/01/55: หัวข่าว) Transliteration: <i>Crab</i> enumerate plan fight flood control dark water dam Translation: <i>Phu</i> explained a plan for flood fighting and strictly controlled water in a dam. (Khaosod 22/01/12: Headline)</p>
<p>12) “ปู่” ดึง “<i>ไกร้ง-สุเมธ</i>” ร่วมฟื้นฟูวางแผนจัดการน้ำ (ข่าวสด 10/11/54: หัวข่าว) Transliteration: “<i>Crab</i>” pull “<i>Krong-Sumet</i>” join rehab plan manage water Translation: “<i>Phu</i>” drew “<i>Krong-Sumet</i>” into the rehabilitation of the water management plan. (Khaosod 10/11/11: Headline)</p>
<p>13) “ปู่-ไกร้ง” มั่นใจแผนสู้น้ำปี 55 (ข่าวสด 26/12/54: หัวข่าว) Transliteration: “<i>Crab-Krong</i>” confident plan fight flood year 55 Translation: “<i>Phu-Krong</i>” was confident of the plan to fight the flood in the year 2012. (Khaosod 26/12/11: Headline)</p>
<p>14) “ปู่” เข้าเฝ้าทูล 8 แผนแก้ท่วม (ข่าวสด 24/02/55: หัวข่าว) Transliteration: “<i>Crab</i>” enter guard report 8 plan solve water flood Translation: “<i>Phu</i>” had an audience with HM the King to report on the 8 plans for a flood solution. (Khaosod 24/02/12: Headline)</p>

Table 4.6 (Continued)

Choice of Naming Representation	
15) “ <u>ปลอดประสพ</u> ” ย้ำชัด ห่วงน้ำท่วมมากกว่าน้ำแล้ง ซึ่งผู้ปฏิบัติยังมีแนวคิดเก่าๆในการบริหารจัดการน้ำ (ไทยรัฐ 23/01/55: หัวรอง)	<p>Transliteration: “<i>Plodprasop</i>” repeat clear worry water flood more than water drought point practitioners still have concept old in administration manage water</p> <p>Translation: “<i>Plodprasop</i>” stressed clearly he was more anxious about flooding than a drought and indicated practitioners still used an old concept for water management. (Thairath 23/01/12: Subhead)</p>
16) “ <u>ปรามอทย์ ไม่กล้า</u> ” เนะรัฐบาลรีบตั้งศูนย์บริหารจัดการวิกฤตรับมือน้ำท่วมได้แล้วตั้งแต่นี้ (ข่าวสด 28/01/55: หัวรอง)	<p>Transliteration: “<i>Pramote Maiklad</i>” suggest the government hurry set up a center manage crisis to receive hand flood since now</p> <p>Translation: “<i>Pramote Maiklad</i>” suggested the government speed up establishing a crisis management center to handle flooding from now on. (Khaosod 28/01/12: Subhead)</p>
17) <u>นายก “ปู”</u> ควง <u>ดร. โกร่ง</u> แจงแผนแก้ไขวิกฤตน้ำออกโทรทัศน์ (ข่าวสด 26/12/54: หัวรอง)	<p>Transliteration: <i>Prime Minister “Crab”</i> screw <i>Dr. Krong</i> enumerated plan solve crisis water out television</p> <p>Translation: <i>Prime Minister “Phu”</i> together with <i>Dr. Krong</i> explained a plan to solve the water crisis on television. (Khaosod 26/12/11: Subhead)</p>
18) <u>นายกปู</u> เผยแผนรับมือ-แบบยั่งยืน (ไทยรัฐ 22/01/55: หัวข่าว)	<p>Transliteration: <i>Prime Minister Crab</i> reveal plan take hand form sustain</p> <p>Translation: <i>Prime Minister Phu</i> revealed a plan to tackle sustainability. (Thairath 22/01/12: Headline)</p>

Table 4.6 (Continued)

Choice of Naming Representation	
19) “ <u>ฟู</u> ” แจงทุ่มงบ 1.8 หมื่นล้านบาททำแผนรับมือน้ำท่วมปีนี้ สร้างระบบเตือนภัย-จัดการพื้นที่ต้นน้ำ (ข่าวสด 22/02/55: หัวรอง)	<p>Transliteration: “<i>Crab</i>” enumerate throw budget 1.8 million baht do plan get hand flood this year build system warn manage area stem water</p> <p>Translation: “<i>Phu</i>” explained a budget of Bt. 1.8 trillion would be used to conduct a plan to tackle this year’s flood, build a warning system and manage the water source area. (Khaosod 22/02/12: Subhead)</p>
20) <u>น.ส. ยิ่งลักษณ์</u> กล่าวว่า แผนแม่บทการบริหารจัดการทรัพยากรน้ำมีแนวทางการดำเนินงานที่สำคัญ 3 ด้าน (เดลินิวส์ 22/01/55: เนื้อข่าว)	<p>Transliteration: <i>Ms Yingluck</i> say that plan mother chapter administration manage resource water have way operation importance 3 rough</p> <p>Translation: <i>Ms. Yingluck</i> said that a master plan for water resource management consisted of 3 main elements. (Daily News 22/01/12: News body)</p>
21) <u>น.ส. ยิ่งลักษณ์</u> กล่าวขอบคุณชาวบางบาลที่เสียสละพื้นที่แก้มลิงรับน้ำ เพราะถือเป็นวิธีการที่ดีที่สุดที่เราจะสามารถบริหารน้ำได้อย่างมีระบบ (เดลินิวส์ 17/02/55: เนื้อข่าว)	<p>Transliteration: <i>Ms Yingluck</i> say thank residents Bang-Ban that sacrifice areas Kaem ling to take water because hold is way that best that we can manage the water system</p> <p>Translation: <i>Ms. Yingluck</i> thanked the residents in Bang Ban district for devoting the Kaem ling (monkey cheek) areas to retain water as this was the best way we can manage water systematically. (Daily News 17/02/12: News Body)</p>

Table 4.6 (Continued)

Choice of Naming Representation	
22)	<p><u>น.ส. ยิ่งลักษณ์</u> ได้เรียกประชุมคณะกรรมการบริหารจัดการน้ำเพื่อเตรียมเดินสายลงพื้นที่ต่างจังหวัดและเตรียมมาตรการบริหารจัดการน้ำทั้งระบบ (เดลินิวส์ 02/02/55: เนื้อข่าว)</p> <p>Transliteration: <i>Ms. Yingluck call a meeting faculty do job administrate manage water for prepare walk late down area upcountry and prepare measure administrate manage water all system</i></p> <p>Translation: <i>Ms. Yingluck summoned a group of committees for water management in order both to prepare an upcountry area visit and to manage the whole water system. (Daily News 02/02/12: News Body)</i></p>
23)	<p><u>น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรี</u> กล่าวว่า ในสัปดาห์หน้า ตนจะลงพื้นที่ต่างจังหวัดเพื่อดูการแก้ไขปัญหาและการบริหารจัดการน้ำ (เดลินิวส์ 04/02/55: เนื้อข่าว)</p> <p>Transliteration: <i>Ms. Yingluck Shinawatra Prime Minister say that in week next I will down area upcountry for watch resolve problem and administrate manage water</i></p> <p>Translation: <i>Prime Minister Ms. Yingluck Shinawatra said that next week she will visit upcountry areas to solve problems and manage water. (Daily News 04/02/12: News Body)</i></p>

According to Table 4.6, the data shows that naming strategies is apparently employed in the telling of the government's water management news as it is used 23 instances to narrate the story. The study found that journalists use the naming representation in varieties of ways, such as nickname only, first name + last name, formal title + first name, nickname, profession + nickname. However, looking at the overall data, the use of word "Phu", which is the nickname of Prime Minister Yingluck Shinawatra, is noticeable (13 instances). In a Thai context, using a person's nickname usually occurs between a speaker and hearer who have a close relationship in an informal situation. In addition, using a person's name can indicate the popularity of that character. That is, a person who is called by nickname must be a household name that the newspapers are certain of his/her

popularity, such as Chalerm Yubamrung, who is marked by “Lerm”, is a veteran politician. The findings of the analysis indicate that headlines and subheads that bear the nickname “Phu” of the premier Yingluck have a content that requires a high degree of credibility for the government, such as the use of the verbs “guarantee”, “confirm”, “insist” and “stress”. However, the usage of Prime Minister’s nickname “Phu” hinders rather than helps the purpose of fostering credibility. This means that choosing to call her by her nickname instead of by her first name shows that the author is restraining from giving her due respect and credibility.

3) Choice of Impersonalization Representation

Impersonalization means when social actors are represented by abstract nouns or by concrete nouns whose meanings do not include a semantic feature “human” (Van Leeuwen, 2008). Van Leeuwen further posits that impersonalization can be grouped into 2 parts: abstraction and objectivation. Abstraction occurs when social actors are represented by means of a quality which is assigned to them. One example is the way in which “poor, black, unskilled, Muslim and illegal immigrants” are represented by the quality of being problematic. Meanwhile, objectivation occurs when social actors are represented by means of reference to a place or thing closely associated either with persons or with the actions in which they are represented as being engaged. The study found 6 examples of the use of choices about impersonalization representation.

Table 4.7 Choice of Impersonalization Representation

Choice of Impersonalization Representation
<p>1) <u>ปชป.-พท. ชัด</u> กันน้ำลายท่วมโทษอีกฝ่ายผิดพลาดจัดการมั่วน้ำในเขื่อน (ไทยรัฐ 04/11/54: หัวข่าว)</p> <p>Transliteration: <i>Democrat Party</i> and <i>Pheu Thai Party swash</i> saliva flood accuse another division wrong miss manage muddle water in dam</p> <p>Translation: <i>The Democrat Party</i> and <i>Pheu Thai Party blamed</i> each other back and forth for incompetent management of dam water. (Thairath 04/11/11: Headline)</p>

Table 4.7 (Continued)

Choice of Impersonalization Representation
<p>2) <i>กทท. ลุยแผนป้องกันน้ำแบบบูรณาการ (ไทยรัฐ 12/12/54: หัวรอง)</i> Transliteration: <i>Bangkok wade</i> plan protect water form integration Translation: <i>Bangkok forged ahead</i> with a plan for integrative flood prevention. (Thairath 12/12/11: Subhead)</p>
<p>3) <i>ที่ประชุม ได้มีการพิจารณาเร่งรัดการจัดการทำแผนแม่บทบริหารจัดการทรัพยากรน้ำ แผนปฏิบัติเพื่อบรรเทาปัญหาอุทกภัยระยะเร่งด่วน (ไทยรัฐ 07/01/55: เนื้อข่าว)</i> Transliteration: <i>At the meeting has consideration</i> hurry up make plan mother chapter administrate manage resource water plan action lessen problem flood period urgent Translation: <i>The chamber considered</i> accelerating a master plan to manage water resources and an action plan to relieve flood problems during the urgent-period. (Thairath 07/01/55: News Body)</p>
<p>4) <i>กรมชลฯ เสนอให้แต่งตั้งคณะทำงานจัดทำแผนการบริหารจัดการน้ำเขื่อนเก็บกักน้ำหลักและแผนบริหารจัดการน้ำของประเทศประจำปี 2555 (เดลินิวส์ 02/02/55: เนื้อข่าว)</i> Transliteration: <i>The Royal Irrigation Department offer give</i> appoint faculty do work make plan administrate manage water dam restore water main and plan administrate manage water of nation annual 2012 Translation: <i>The Royal Irrigation Department suggested</i> appointing a working group to conduct a plan for dyke restoration management and a plan for the 2012 national water management. (Daily News 02/02/12: News body)</p>
<p>5) <i>กฟผ. ขอยืนยันว่าการบริหารจัดการน้ำมีการดำเนินการอย่างรอบคอบ โดยคณะอนุกรรมการฯ และคณะทำงานที่เกี่ยวข้อง (เดลินิวส์ 28/01/55: เนื้อข่าว)</i> Transliteration: <i>The Electricity Generating Authority of Thailand (EGAT) request confirm</i> that administration manage water has operation carefully by faculty subcommittee and faculty do work that involve Translation: <i>The Electricity Generating Authority of Thailand (EGAT) confirmed</i> that water management was operated carefully by the subcommittee and working group concerned. (Daily News 28/01/12: News body)</p>

Table 4.7 (Continued)

Choice of Impersonalization Representation
<p>6) กทม. จะเร่งฟื้นฟูเยียวยาผู้ประสบอุทกภัยในทุกมิติอย่างรวดเร็วพร้อมวางระบบบริหารจัดการน้ำท่วมและลดความสูญเสียของ กทม. ในอนาคต (ไทยรัฐ 12/12/54: เนื้อข่าว)</p> <p>Transliteration: <i>Bangkok</i> will <i>speed</i> rehab remedy people flood in every dimension speedily ready place system administrate manage water flood and deduce loss of Bangkok in future</p> <p>Translation: <i>Bangkok</i> will <i>accelerate</i> relief and rehabilitation for flood victims in all dimensions, installing a water management system as well as decreasing losses for Bangkok in the future (Thairath 12/12/11: News Body)</p>

As can be seen in Table 4.7, the choice of impersonalization representation is also used in the government's water management news. In the data above, the words "Democratic party", "Pheu Thai party", "Bangkok", "chamber", "The Royal Irrigation Department" and "The Electricity Generating Authority of Thailand" are impersonalization under the objectivation category which are not used to refer to a particular party, particular province or division, but to the people who are prototypically associated with that party, province and division, such as the Democratic Party leader, the cabinet or the Bangkok governor. By impersonalizing these non-human things as the agents, the author is able to conceal exactly who the actors are. This editing strategy allows the actual causes and agents behind the events to be suppressed as it is not clear who exactly is presented as responsible. In the instance of Bangkok, it is not clear who will be responsible for the blemishes in the flood prevention plan in example 2. Therefore, the text producer uses the representation of impersonalization in order to cover over the concrete actors.

4) Choice of Backgrounding Action

Representation of social action within a prepositional phrase (in, on, at) or subordinate clause (because, after) is another strategy that newspapers use to present news. So far in this part, the analysis has focused on the structure of the clause by using a useful analytical tool “Theme”. According to Reah (2002: 86), Theme is the way in which the relative significance of the subject is mentioned. In English, the first main element of a sentence is the theme of the sentence, and although there is often the grammatical subject, there is no necessary relationship between the sentence theme and its grammatical component. The following 5 examples demonstrate the way in which the text producers deploy the choice of backgrounding action.

Table 4.8 Choice of Backgrounding Action

Choice of Backgrounding Action
<p>1) <u>เมื่อเวลา 14.30 ที่ศาลาว่าการกทม.</u> ร.ม.ว. สุขุมพันธุ์ กล่าวถึงการประชุมแก้ปัญหาอุทกภัยร่วมกับนายกฯ แผนงานของรัฐบาลเริ่มชัดเจนขึ้น ทำให้กทม . ดำเนินการในพื้นที่ได้เต็มที่ (ข่าวสด 18/02/55: เนื้อข่าว)</p> <p>Transliteration: <u>When time 14.30, Bangkok Metropolitan Administration,</u> M.R. Sukhumbhand mention arrive meeting solve problem flood join with Prime Minister that plan of government start clear up make Bangkok process in area fully</p> <p>Translation: <u>2.30 pm, at the Bangkok Metropolitan Administration Office,</u> M.R. Sukhumbhand talked about the meeting with the premier’s flood solution that the government’s plan became clearer. This made Bangkok fully operate concerned area. (Khaosod 18/02/12: News Body)</p>

Table 4.8 (Continued)

Choice of Backgrounding Action
<p>2) <u>ที่ทำเนียบรัฐบาล เวลา 13.30 น. วันที่ 27 ธ.ค.</u> นายกิตติรัตน์ ณ ระนอง รองนายกรัฐมนตรีและรมว. พาณิชย์ แสดงผลการประชุม ครม. ว่าที่ประชุมเห็นชอบในหลักการเตรียมการด้านเงินเพื่อการลงทุนวาง ระบบบริหารจัดการน้ำและสร้างอนาคตประเทศ (เดลินิวส์ 29/12/54: เนื้อข่าว) Transliteration: <i>At Government House, at 13.30, date 27 December</i>, Mr. Kittiratt Na-Ranong Deputy Prime Minister and Commerce Minister announce result meeting cabinet that meeting see like in principle preparation rough money for investment place system administrate manage water and build future country Translation: <i>Government House, at 1.30 pm, on Dec 27</i>, Deputy Prime Minister and Commerce Minister Kittiratt Na-Ranong announced the results of the cabinet meeting that the preparation of financial investment packages on a water management system and future country construction were approved by the cabinet. (Daily News 29/12/11: News Body)</p>
<p>3) <u>เมื่อเวลา 13.30 น. วันที่ 7 ก.พ. ที่ทำเนียบรัฐบาล</u> น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรีให้ สัมภาษณ์ภายหลังเป็นประธานการประชุม ครม. ว่าที่ประชุม ครม. ให้ความเห็นชอบแผนการ เดินสายลงพื้นที่เพื่อติดตามแผนบริหารจัดการน้ำ (ทัวร์นกแก้วน) ในระหว่างวันที่ 13-17 ก.พ. แล้ว (เดลินิวส์ 08/02/55: เนื้อข่าว) Transliteration: <i>When time 10.30, date 7 Feb, at Government House</i>, Ms. Yingluck Shinawatra, Prime Minister give interview after be subject meeting cabinet that at meeting committee give consent plan walk late down area for follow plan management water (Tour Parrot) in during date 13-17 Feb already Translation: <i>1.30 pm, on Feb 7, at Government House</i>, the premier Ms. Yingluck Shinawatra was interviewed after presiding at a cabinet meeting. The cabinet agreed upon a field trip to keep track of the government's water management plan (Flood Tour) from Feb 13-17. (Daily News 08/02/12: News Body)</p>

Table 4.8 (Continued)

Choice of Backgrounding Action
<p>4) <u>เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล</u> น.ส.ยิ่งลักษณ์ ชินวัตรในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยช.) นายปีติพงษ์ พึ่งบุญ ณ อยุธยา นายกิจจา ผลภายี กรรมการ กยช. นายอาคม เติมพิทยาไพสิฐ เลขาธิการสภาการพัฒนาศรษฐกิจและสังคมแห่งชาติ ร่วมแถลง “แผนแม่บทการบริหารจัดการทรัพยากรน้ำ” (เดลินิวส์ 22/01/55: เนื้อข่าว)</p> <p>Transliteration: <i>When time 10.30 date 20 January at Government House</i> Ms. Yingluck Shinawatra in status subject Strategic Committee for Water Resources Management (SCWRM) Mr. Pitipong Phuengbooon Na Ayutthaya Mr. Kitja Ponpasi Mr. Akom Termittayapaisit Secretary of National Economic and Social Development Board join announce “Plan Mother Chapter Administration Manage Resource Water”</p> <p>Translation: <i>10.30 am, on Jan 20, at Government House,</i> Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), together with SCWRM’s committee members Pitipong Phuengbooon Na-Ayutthaya and Kitja Ponpasi and the Secretary of the National Economic and Social Development Board, Akom Termittayapaisit announced a “Master Plan for Water Resource Management”. (Daily News 22/01/12: News Body)</p>

Table 4.8 (Continued)

Choice of Backgrounding Action
<p>5) <u>เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล</u> น.ส.ยิ่งลักษณ์ ชินวัตรในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กชน.) แถลงแผนแม่บทการบริหารจัดการน้ำ ของรัฐบาล อย่างยั่งยืนเพื่อป้องกัน บรรเทา ลดผลกระทบในอนาคต และสร้างความเชื่อมั่นให้ประชาชน เอกชน เกษตรกร ธุรกิจ อุตสาหกรรม (ข่าวสด 22/01/55: เนื้อข่าว)</p> <p>Transliteration: <u>When time 10.30 date 20 January at Government House</u> Ms. Yingluck Shinawatra in status subject Strategic Committee for Water Resources Management (SCWRM) announce plan mother chapter administrate manage water thing government sustainably for prevent, relief decrease effect in future and create confidence give people, private, farmer, business industry</p> <p>Translation: <u>10.30 am, on Jan 20, at Government House,</u> Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), announced the government's master plan for sustainable water management in order to prevent, relieve and decrease future effects as well as build confidence in public and private sectors together with agricultural, business and industrial sectors. (Khaosod 22/01/12: News Body)</p>

As can be seen from Table 4.8 above, the findings highlight that the author focuses on a prepositional phrase that begins with “at” and “on”. For instance, the focus on time “At 10.30am”, date “January 20” and place “at Government House”, present the theme of the sentences. It can be argued that the authors foreground these prepositional phrases to background the actions of the actors, such as the actions of “Ms. Yingluck Shinawatra” or “M.R. Sukhumbhand”. The text producer pushes the actors to the back of the sentences behind the prepositional phrases. This is one grammatical strategy for backgrounding the actions of the actors and foregrounding the location of place, time and date. Moreover, it can be noted that the location of place, time and date is presented in authorized manners. These foregrounded locations can convey the sense that the government is an

institutional entity and handing the issue professionally. Therefore, using the choice of backgrounding the action of the actor can allow the text producers to give the texts a superior or inferior status of information to the readers.

5) Choice of Representation of Other Voices

The voices of other actors can be used in order to create reliability. According to Johnstone (2002), representation of other voices is the way to incorporate bits and pieces of other discourse or other styles. The text producers use some parts of other's speech to create a sense of reliability for the audiences. In this case, the researcher will analyze the sources that the newspapers interview which will then be published as part of the news story. The study found 28 examples of the use of representing other voices. Here are some examples. Other examples see Appendix B.

Table 4.9 Choice of Representation of Other Voices

Choice of Representation of Other Voices	
1) กฟผ. ขอยืนยันว่าการบริหารจัดการน้ำมีการดำเนินการอย่างรอบคอบ โดยคณะกรรมการฯ และคณะทำงานที่เกี่ยวข้อง (เดลินิวส์ 28/01/55: เนื้อข่าว)	<p>Transliteration: The Electricity Generating Authority of Thailand (EGAT) request confirm that administration manage water has operation carefully by faculty subcommittee and faculty do work that involve</p> <p>Translation: The Electricity Generating Authority of Thailand (EGAT) confirmed that the water management was operated carefully by the subcommittee and working group concerned. (Daily News 28/01/12: News body)</p>
2) ปู ประกันตีแผนการจัดการน้ำ (เดลินิวส์ 30/01/55: หัวข่าว)	<p>Transliteration: Crab guarantee plan manage water</p> <p>Translation: Phu guaranteed a water management plan. (Daily News 30/01/12: Headline)</p>

Table 4.9 (Continued)

Choice of Representation of Other Voices
<p>3) “วีระพงษ์-กิตติรัตน์” แจงแผนบริหารจัดการน้ำทางรายการ “รัฐบาลยิ่งลักษณ์พบประชาชน ” (ไทยรัฐ 08/01/55)</p> <p>Transliteration: “Weerapon-Kittiratt” enumerate plan administrate manage water way list “Government Yingluck Meet People”</p> <p>Translation: “Weerapon-Kittiratt” explained a water management plan broadcast on “Prime Minister Yingluck’s Government Meets the People” program. (Thairath 08/01/12)</p>
<p>4) ปูยืนยัน 1 ค. แผนเสร็จ (ไทยรัฐ 25/12/54: หัวข่าว)</p> <p>Transliteration: Crab confirm one month plan finish</p> <p>Translation: Phu confirmed a plan was completed in one month. (Thairath 25/12/11: Headline)</p>
<p>5) “ปลอดประสพ ” ย้ำชัด ห่วงน้ำท่วมมากกว่าน้ำแล้ง ซึ่งผู้ปฏิบัติยังมีแนวคิดเก่าๆในการบริหารจัดการน้ำ (ไทยรัฐ 23/01/55: หัวรอง)</p> <p>Transliteration: “Plodprasop” repeat clear worry water flood more than water drought point practitioners still have concept old in administration manage water</p> <p>Translation: “Plodprasop” stressed clearly he was more anxious about flooding than a drought and indicated practitioners still used an old concept for water management. (Thairath 23/01/12: Subhead)</p>
<p>6) น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรี กล่าวว่า ในสัปดาห์หน้า ตนจะลงพื้นที่ต่างจังหวัดเพื่อดูการแก้ไขปัญหาและการบริหารจัดการน้ำ (เดลินิวส์ 04/02/55: เนื้อข่าว)</p> <p>Transliteration: Ms. Yingluck Shinawatra Prime Minister say that in week next I will down area upcountry for watch resolve problem and administrate manage water</p> <p>Translation: Prime Minister Ms. Yingluck Shinawatra said that next week she will visit upcountry areas to solve problems and manage water. (Daily News 04/02/12: News Body)</p>

Table 4.9 (Continued)

Choice of Representation of Other Voices	
7) น.ส. ยิ่งลักษณ์ กล่าวว่า แผนแม่บทการบริหารจัดการทรัพยากรน้ำมีแนวทางการดำเนินงานที่สำคัญ 3 ด้าน (เดลินิวส์ 22/01/55: เนื้อข่าว)	<p>Transliteration: Ms Yingluck say that plan mother chapter administration manage resource water have way operation importance 3 rough</p> <p>Translation: Ms. Yingluck said that a master plan for water resource management consisted of 3 main elements. (Daily News 22/01/12: News Body)</p>
8) น.ส. ยิ่งลักษณ์ กล่าวขอบคุณชาวบางบาลที่เสียสละพื้นที่แก้มลิงรับน้ำ เพราะถือเป็นวิธีการที่ดีที่สุดที่เราจะสามารถบริหารน้ำได้อย่างมีระบบ (เดลินิวส์ 17/02/55: เนื้อข่าว)	<p>Transliteration: Ms Yingluck say thank residents Bang-Ban that sacrifice areas Kaem ling to take water because hold is way that best that we can manage the water system</p> <p>Translation: Ms. Yingluck thanked the residents in Bang Ban district for devoting the Kaem ling (monkey cheek) areas to retain water as this was the best way we can manage water systematically. (Daily News 17/02/12: News Body)</p>
9) “ปู” แจงแผนแก้วิกฤตน้ำ (ข่าวสด 26/12/54: หัวรอง)	<p>Transliteration: “Crab” enumerate plan solve crisis water</p> <p>Translation: “Phu” explained a plan for a water crisis solution. (Khaosod 26/12/11: Subhead)</p>
10) “ปู” แจงทุ่มงบ 1.8 หมื่นล้านบาททำแผนรับมือน้ำท่วมปีนี้ สร้างระบบจัดการพื้นที่ต้นน้ำ (ข่าวสด 22/02/55: หัวรอง)	<p>Transliteration: “Crab” enumerate throw budget 1.8 million baht do plan get hand flood this year build system warn manage area stem water</p> <p>Translation: “Phu” explained a budget of Bt. 1.8 trillion would be used to conduct a plan to tackle this year’s flood, build a warning system and manage the water source area. (Khaosod 22/02/12: Subhead)</p>

Table 4.9 (Continued)

Choice of Representation of Other Voices	
11) “ปราโมทย์ ไม้กลัด” แนะนำรัฐบาลรีบตั้งศูนย์บริหารจัดการวิกฤตรับมือน้ำท่วมได้แล้วตั้งแต่นี้ (ข่าวสด 28/01/55: หัวรอง)	<p>Transliteration: “Pramote Maiklad” suggest the government hurry set up a center manage crisis to receive hand flood since now</p> <p>Translation: “Pramote Maiklad” suggested the government speed up establishing a crisis management center to handle flooding from now on. (Khaosod 28/01/12: Subhead)</p>
12) ที่ประชุมได้มีการพิจารณาเร่งรัดการจัดการทำแผนแม่บทบริหารจัดการทรัพยากรน้ำ แผนปฏิบัติเพื่อบรรเทาปัญหาอุทกภัยระยะเร่งด่วน (ไทยรัฐ 07/01/55: เนื้อข่าว)	<p>Transliteration: At the meeting has consideration hurry up make plan mother chapter administrate manage resource water plan action lessen problem flood period urgent</p> <p>Translation: The chamber considered accelerating a master plan to manage water resources and an action plan to relieve flood problems during the urgent-period. (Thairath 07/01/12: News Body)</p>

The incorporation of other voices on the issue of the government’s water management is rather selective. The findings reveal that the voices from Prime Minister, government agencies and member of government are often selected to be presented in the 3 Thai daily newspapers. These representative voices can be seen as the voice of the authorities who are directly responsible for the flood management. This group is likely to give support and enhance the credibility of the government. It is because they share the same communicative purposes with the government i.e. to boost public confidence regarding this issue.

6) Choice of Representation of Assimilation

Social actors can also be referred to as individuals (individualization) or as groups (assimilation). Assimilation itself has 2 categories, aggregation and collectivization. “The former quantifies groups of participants, treating them as statistics, the latter does not” (Van Leeuwen, 2008: 306). The following 3 examples demonstrate the individualized, aggregated, and collectivized participants, respectively. “President Ahmadinejad vowed to wipe Israel off the face of the earth”, “Two out of five members of the Security Council voted against the proposal” and “The West is worried about Iran's nuclear activities. The study found 8 examples showing a choice of representing assimilation.

Table 4.10 Choice of Representation of Assimilation

Choice of Representation of Assimilation
<p>1) <u>รัฐบาล</u> จึงได้ตั้งคณะกรรมการยุทธศาสตร์เพื่อวางระบบการบริหารจัดการทรัพยากรน้ำ (กชน.) ขึ้นมาเพื่อบริหารจัดการน้ำในอนาคต (ไทยรัฐ 22/01/55: เนื้อข่าว)</p> <p>Transliteration: <i>Government</i> therefore set cabinet strategic for place system administrate manage resource water up come for administrate manage water in future</p> <p>Translation: Therefore, <i>the government</i> appointed the Strategic Committee for Water Resources Management (SCWRM) for future water management. (Thairath 22/01/12: News Body)</p>
<p>2) <u>กทม.</u> ลุยแผนป้องกันน้ำแบบบูรณาการ (ไทยรัฐ 12/12/54: หัวรอง)</p> <p>Transliteration: <i>Bangkok</i> wade plan protect water form integration</p> <p>Translation: <i>Bangkok</i> forged ahead with a plan for the integrative flood prevention. (Thairath 12/12/11: Subhead)</p>
<p>3) <u>รัฐบาล</u> แจงแผนแม่บทบริหารจัดการน้ำผ่านทีวีพูล (ไทยรัฐ 22/01/55: หัวรอง)</p> <p>Transliteration: <i>Government</i> enumerate plan mother chapter administrate manage water pass TV Pool</p> <p>Translation: <i>Government</i> explained a master plan for water management on TV Pool. (Thairath 22/01/12: Subhead)</p>

Table 4.10 (Continued)

Choice of Representation of Assimilation
<p>4) <i>กฟผ.</i> ขอยืนยันว่าการบริหารจัดการน้ำมีการดำเนินการอย่างรอบคอบ โดยคณะอนุกรรมการฯ และคณะทำงานที่เกี่ยวข้อง (เดลินิวส์ 28/01/55: เนื้อข่าว)</p> <p>Transliteration: <i>The Electricity Generating Authority of Thailand (EGAT)</i> request confirm that administration manage water has operation carefully by faculty subcommittee and faculty do work that involve</p> <p>Translation: <i>The Electricity Generating Authority of Thailand (EGAT)</i> confirmed that water management was operated carefully by the subcommittee and working group concerned. (Daily News 28/01/12: News body)</p>
<p>5) <i>กรมชลฯ</i> เสนอให้แต่งตั้งคณะทำงานจัดทำแผนการบริหารจัดการน้ำเขื่อนเก็บกักน้ำหลักและแผนบริหารจัดการน้ำของประเทศประจำปี 2555 (เดลินิวส์ 02/02/55: เนื้อข่าว)</p> <p>Transliteration: <i>The Royal Irrigation Department</i> offer give appoint faculty do work make plan administrate manage water dam restore water main and plan administrate manage water of nation annual 2012</p> <p>Translation: <i>The Royal Irrigation Department</i> suggested appointing a working group to conduct a plan for dyke restoration management and plan for the 2012 national water management. (Daily News 02/02/12: News body)</p>
<p>6) <i>กทม.</i> จะเร่งฟื้นฟูเยียวยาผู้ประสบอุทกภัยในทุกมิติอย่างรวดเร็วพร้อมวางระบบบริหารจัดการน้ำท่วมและลดความสูญเสียของ กทม. ในอนาคต (ไทยรัฐ 12/12/54: หัวรอง)</p> <p>Transliteration: <i>Bangkok</i> will speed rehab remedy people flood in every dimension speedily ready place system administrate manage water flood and deduce loss in Bangkok in future</p> <p>Translation: <i>Bangkok</i> will accelerate the relief and rehabilitation for flood victims in all dimensions, install a water management system as well as decrease losses in Bangkok in the future. (Thairath 12/12/11: Subhead)</p>

Table 4.10 (Continued)

Choice of Representation of Assimilation
<p>7) <u>ปชป.-พท.</u> ชักกันน้ำลายท่วมโทษอีกฝ่ายผิดพลาดจัดการมั่วน้ำในเขื่อน (ไทยรัฐ 04/11/54: หัวข่าว)</p> <p>Transliteration: <i>Democrat Party</i> and <i>Pheu Thai Party</i> swash saliva flood accuse another division wrong miss manage muddle water in dam</p> <p>Translation: <i>The Democrat Party</i> and <i>Pheu Thai Party</i> blamed each other back and forth for the incompetent management of dam water. (Thairath 04/11/11: Headline)</p>
<p>8) <u>ที่ประชุม</u> ได้มีการพิจารณาเร่งรัดการจัดการทำแผนแม่บทบริหารจัดการทรัพยากรน้ำ แผนปฏิบัติเพื่อบรรเทาปัญหาอุทกภัยระยะเร่งด่วน (ไทยรัฐ 07/01/55: หัวข่าว)</p> <p>Transliteration: <i>At the meeting</i> has consideration hurry up make plan mother chapter administrate manage resource water plan action lessen problem flood period urgent</p> <p>Translation: <i>The chamber</i> considered accelerating a master plan to manage water resources and an action plan to relieve flood problems during the urgent-period. (Thairath 07/01/55: Headline)</p>

Based on Table 4.10 above, the words “government”, “Strategic Committee for Water Resources Management (SCWRM)”, “Electricity Generating Authority of Thailand (EGAT)”, “The Royal Irrigation Department” and “Bangkok” are simply a collectivized group. That is to say, the text producers do not give personal details of the participants classified as the “government”, “SCWRM” or “Bangkok”. Such details could humanize them.

7) Choice of the Representation of Nominalization

Typically, nominalization refers to turning verbs and adjectives into nouns in order to serve the function of reducing human participation in a process, make a complex processes much simpler as well as heighten abstraction (Conboy, 2007: 65). However, the use of nominalization is not found in this study. Table 4.11 below illustrates the choice of representations found in this study.

Table 4.11 Summary of Choice about Representations of Social Actors and Actions

Choice about representation	Number	Percent
1. Transitivity	38	33.33
2. Choice of Representing Other Voices	28	24.56
3. Naming	23	20.18
4. Assimilation	8	7.01
5. Impersonalization	6	5.27
6. Exclusion	6	5.27
7. Choice of Backgrounding Action	5	4.38
Total	114	100.00

According to Table 4.11, the study found that the text producer mostly uses the choice of representation of transitivity (33.33%). The choice about the representation of other voices represents the second largest category (24.56%). The choice of naming represents the third category (20.18%). Following is the choice of representation of assimilation (7.01%). Next is impersonalization (5.27%) and exclusion (5.27%). The last category is the choice of backgrounding action (4.38%).

4.3.2.2 The Analyzing of Lexical Selections

The chosen word or lexical selections have played a significant role in constructing the meaning of a text as one word can convey various meanings. It also has a power to shape readers' perceptions and thinking. In this study, lexical selections deal with the use of words which reflect the attitude of the newspapers. The newspapers can select a word by looking at the range of possible vocabulary and then choose the one that fulfils the requirement of the event.

One of the main responsibilities of a newspaper in a democratic country is to deliver messages from the government to the readers and the readers to the government. However, sometimes the newspaper coverage might have relied not only on fact but also its perspective, such as focus on the government' failures or

present only positive images of the government. Therefore, this part of the study will investigate the choice of words by the Thai daily newspapers in their presentation of the government's water management. The words selected in this news are classified into the following categories.

1) Negative Lexicalization

Words always convey feelings and emotions. The nouns, adjectives and verbs used in newspapers have played a significant part in presenting the news to audiences (Conboy, 2007: 37). The words used can also highlight the significance of the message and arouse emotions. In the following table, certain lexical choices which present the narrator's involvement in the negative expressions are given.

Table 4.12 Negative Lexicalization

Negative Lexicalization
<p>1) จะแผน<u>ห่วย</u>หน่วยงาน<u>มั่ว</u> (เดลินิวส์ 27/01/55: หัวข่าว) Transliteration: Slash plan <i>bad</i> agency <i>muddle</i> Translation: The plan was criticized as <i>inefficient</i>, and the agency was denounced as <i>disorder</i>. (Daily News 27/01/12: Headline)</p>
<p>2) ปชป.-พท. ชัดกันน้ำลายท่วมโทษอีกฝ่ายผิดพลาดจัดการ<u>มั่ว</u>น้ำในเขื่อน (ไทยรัฐ 4/11/54: หัวข่าว) Transliteration: Democrat Party and Pheu Thai Party swash saliva flood accuse another division wrong miss manage <i>muddle</i> water in dam Translation: The Democrat Party and Pheu Thai Party blamed each other back and forth for <i>incompetent</i> management of dam water. (Thairath 4/11/11: Headline)</p>
<p>3) ส.ว. อัดสปก. บริหารแผนน้ำ<u>ห่วย</u> (เดลินิวส์ 22/11/54: หัวรอง) Transliteration: Senator compress FROC administration plan water <i>bad</i> Translation: Senator condemned FROC for <i>insufficient</i> water plan management. (Daily News 22/11/11: Subhead)</p>

As can be seen in Table 4.12, the data demonstrate specific formulations of all items, such as “insufficient.”, “incompetent” and “disorderly” which can construct negative meanings and depict a picture of the government’s inefficiency or inability. Based on Conboy’s work, it can be considered that the text producer employs these negative items in order to denigrate the government’s water management in the eyes of the majority of the public.

2) Verb Creating Credibility in the Government

The nouns, verbs and adjectives used together with the main actor and theme have played an important role in structuring news toward audiences (Conboy, 2007: 37). The use of verbs in newspapers can establish an important point in the perception of readers. The use of verbs, for example, “urge”, “insist”, “confirm” and “guaranteed” can make the public feel credibility in what the government has done since these words presuppose the existence of a plan. The following 5 examples will illustrate the use of verbs creating the readers’ sense of the government’s credibility.

Table 4.13 Verb Creating Credibility in the Government

Verb Creating Credibility in the Government
<p>1) ปู <u>ยืนยัน</u> 1 ด. แผนเสร็จ (ไทยรัฐ 25/12/55: หัวข่าว) Transliteration: Crab <i>confirm</i> one month plan finish Translation: Phu <i>confirmed</i> a plan was completed in one month. (Thairath 25/12/11: Headline)</p>
<p>2) “ปู” <u>ย้ำ</u> แผนจัดการน้ำชัด (ข่าวสด 30/01/55: หัวข่าว) Transliteration: “Crab” <i>emphasize</i> plan manage water clear Translation: “Phu” <i>stressed</i> that the water management was clear. (Khaosod 30/01/12: Headline)</p>

Table 4.13 (Continued)

Verb Creating Credibility in the Government
<p>3) ที่ประชุมได้มีการพิจารณา<u>เร่งรัด</u>การจัดการทำแผนแม่บทบริหารจัดการทรัพยากรน้ำ แผนปฏิบัติการ เพื่อบรรเทาปัญหาอุทกภัยระยะเร่งด่วน (ไทยรัฐ 07/01/55: เนื้อข่าว)</p> <p>Transliteration: At meeting has consideration <i>urge</i> make plan mother chapter administrate manage resource water plan action for relief problem flood period urgent</p> <p>Translation: The chamber considered to <i>accelerate</i> both a master plan to manage water resources and an action plan to relieve flood problems during the urgent-period. (Thairath 07/01/12: News Body)</p>
<p>4) นายกรัฐมนตรีได้ให้กยณ. <u>เร่งรัด</u>จัดทำแผนทั้ง 8 ด้านให้แล้วเสร็จโดยเร็ว (ไทยรัฐ 07/01/55: เนื้อข่าว)</p> <p>Transliteration: Prime Minister give SCWRM <i>urge</i> do plan 8 rough give already finish by fast</p> <p>Translation: Prime Minister had SCWRM <i>urgently</i> process the 8 plans. (Thairath 07/01/12: News Body)</p>
<p>5) “กิตติรัตน์” <u>ย้ำ</u>แผนแม่บทบริหารจัดการน้ำใกล้เสร็จ <u>การันตี</u>ปีหน้าน้ำไม่ท่วมพื้นที่ ศก. (เดลินิวส์ 12/12/54: หัวรอง)</p> <p>Transliteration: "Kittiratt" <i>emphasize</i> mother chapter management water near finish <i>guarantee</i> year next water no flood area economy</p> <p>Translation: “Kittiratt” <i>stressed</i> that a master plan for water management was nearly complete and <i>guaranteed</i> that next year the economic zones will not be inundated. (Daily News 12/12/11: Headline)</p>

According to Table 4.13, the study found that the text producers use this kind of verbs in order to create credibility in a government as these words can provide the public a sense of presupposition of the existence of the plan. In addition, the voice of state officers plays an essential role in newspaper coverage as it helps assure the readers' credibility.

3) Metaphor

Basically, metaphor refers to the means by which people understand one concept in terms of another: a condensed and implicit comparison (Conboy, 2007: 40). The following 8 examples are the use of metaphor found in the newspaper coverage of the government's water management news.

Table 4.14 Metaphor

Metaphor
<p>1) “ปู” <i>ดึง</i> “โคร่ง-สุเมธ” ร่วมฟื้นฟูวางแผนจัดการน้ำ (ข่าวสด 10/11/54: หัวข่าว) Transliteration: “Crab” <i>pull</i> “Krong-Sumet” join rehab plan manage water Translation: “Phu” <i>dragged</i> “Krong-Sumet” into the rehabilitation of water management plan. (Khaosod 10/11/11: Headline)</p> <p>The literal and basic meaning of the verb “pull” is to use your hand to make something move toward you (Longman Advanced American Dictionary, 2000: 1162). In this context, the verb is not used literally, but metaphorically. The writer uses the verb “pull” to refer to the way in which premier Yingluck gets “Krong-Sumet” involved in the rehabilitation of water management planning</p>
<p>2) ปู <i>ลุย</i> แผนแก้ปัญหาน้ำท่วม (ข่าวสด 04/02/55: หัวข่าว) Transliteration: Crab <i>wade</i> plan solve water flood Translation: Phu <i>forged ahead</i> with her plan to resolve the flooding. (Khaosod 04/02/12: Headline)</p> <p>The verb “wade” is defined as to walk through water or another liquid or viscous substance (Longman Advanced American Dictionary, 2000: 1617). In this context, the verb “wade” is used metaphorically to refer to the performance of Prime Minister which is not hesitant to operate the flood solution plan.</p>

Table 4.14 (Continued)

Metaphor
<p>3) กทม. <u>ลุย</u>แผนป้องกันน้ำแบบบูรณาการ (ไทยรัฐ 12/12/54: หัวรอง)</p> <p>Transliteration: Bangkok <u>wade</u> plan protect water form integration</p> <p>Translation: Bangkok <u>forged ahead</u> with a plan for the integrative flood prevention. (Thairath 12/12/11: Subhead)</p> <p>The verb “wade” has the same definition of the example 2. In this example, the writer uses the verb “wade” to describe to the performance of Bangkok administration in a manner which is does not hesitant to operate flood prevention.</p>
<p>4) <u>ฉะ</u>แผนห่วยหน่วยงานมั่ว (เดลินิวส์ 04/11/2554: หัวข่าว)</p> <p>Transliteration: <u>Slash</u> plan bad agency muddle</p> <p>Translation: The plan was <u>criticized</u> as inefficient, and the agency was denounced as disorderly. (Daily News 04/11/11: Headline)</p> <p>The verb “slash” in the data has the dictionary meaning of to cut or try to cut something violently with a knife, sword etc. (Longman Advanced American Dictionary, 2000: 1364). In this context, it does not mean that the plan is literally cut violently with a knife or a sword but that the writer presents this word to refer to a sense of intense condemnation of someone (agency) for doing something (planning).</p>
<p>5) <u>ฉก</u>ไทยมีหน่วยงานบริหารจัดการ น้ำกว่า 20 หน่วยงานมากที่สุดในโลก แต่ไร้เอกภาพ แยกกัน อยู่คนละหน่วยงาน (เดลินิวส์ 27/01/55: เนื้อข่าว)</p> <p>Transliteration: <u>Slash</u> Thai has agency administrate manage water more than 20 agency in the world but no unity separation each agency</p> <p>Translation: It was <u>denounced</u> that although Thailand had more than 20 agencies in the world for water management, it appeared that there is no unity among them, and the agencies did not cooperate with each other. (Daily News 27/01/12: News Body)</p> <p>The meaning of the verb “slash” is similar to the meaning in example 4, In this example, the verb “slash” is used metaphorically to convey a sense of severe criticism of a person in public.</p>

Table 4.14 (Continued)

Metaphor
<p>6) ศ.ว. อัศพลภ. บริหารแผนน้ำห่วย (เดลินิวส์ 22/11/54: หัวรอง)</p> <p>Transliteration: Senator <i>compress</i> FROC administration plan water bad</p> <p>Translation: Senator <i>condemned</i> FROC for insufficient water plan management. (Daily News 22/11/11: Headline)</p> <p>The verb “compress” literally means to press something or make it smaller so that it takes up less space or to become smaller (Longman Advanced American Dictionary, 2000: 282). In this context, a newspaper employs the verb “compress” to convey a sense of the severe denouncement of FROC’s incompetent water management. Although there is no literal similarity on which the metaphor is relied, it is not possible to interpret it literally. If readers interpret the distinctive attributes of compress literally, none of them would be true of the senator.</p>
<p>7) ผ่านฉลุยงบ 7 แสนล้านบาท ครม. <i>ไฟเขียว</i> ให้บริหารจัดการน้ำ (เดลินิวส์ 28/12/54: หัวข่าว)</p> <p>Transliteration: Go through easily budget 7 hundred billion cabinet <i>green light</i> give administrate manage water</p> <p>Translation: Budgets of Bt. 7 hundred billion were approved. The cabinet <i>agreed to</i> water management. (Daily News 28/12/11: Headline)</p> <p>The definition of the noun “green light” is defined as a traffic light that shows cars they can go forward (Longman Advanced American Dictionary, 2000: 636). However, in this context, the word “green light” is used as a verb. The author places it in the position of a verb to describe who is doing what to whom. Here, the cabinet gives a light to deal with the water management. The verb “green light” can be compared to the permission of the cabinet for the government to conduct the water management (the same way drivers can drive when a green light appears). Hence, using “green light” as a verb can give audiences a vivid image which is easy to understand.</p>

Table 4.14 (Continued)

Metaphor
<p>8) “สมิทธรรมสารอจ ” ฟูคหน้าฝนปีนี้น้ำท่วมแน่ <u>ซัด</u>ยังไม่เห็นแผนการจัดการระบายน้ำของรัฐบาล (เดลินิวส์ 27/01/55: หัวรอง)</p> <p>Transliteration: “Smith Dharmasaroj” swell face rain this year water flood sure <i>swash</i> still no see plan management drainage of government</p> <p>Translation: “Smith Dharmasaroj” disclosed that this year’s rainy season certainly contributed to the flooding, and <i>denounced</i> that he did not see a government’s plan for drainage management. (Daily News 27/01/12: Subhead)</p> <p>The basic meaning of the verb “swash” literally means to dash or flow noisily; as water swashing on a shallow place (Webster's Revised Unabridged Dictionary, 1913: 1456). In this context, the verb is used metaphorically. The writer uses the verb “swash” to describe to the way in which Smith Dharmasaroj severely criticizes the government’s water management.</p>

As can be seen in Table 4.14, the data show that text producers use a great number of metaphors to present the government’s water management news (8 instances). The study assumes that the text producers use the metaphor as it enables her/him to exaggerate for the sake of emphasis. In this analysis, the study found that the text producers deploy verbal expression, such as “denounce”, “condemned” and “criticized” to imply physical action. Though there are no physical battles, these words give a sense of verbal battles. Also, the authors use the metaphor to help readers grasp the idea being discussed and in this way also help the authors not to spend much in the way of explanation, such as the verb “green light” in example 7. The text producer uses the verb “green light” instead of the verb “approve” as readers can quickly understand this when compared to the use of the verb “approve”. Moreover, the study found that the majority of metaphors discovered in the context of the government’s water management news are related to the everyday-life of the

public, so it becomes easier for readers to step into the real situation when a metaphor appears.

Therefore, in the section of the lexical analysis, based on the findings above, the study assumes that lexical selection is one of the discursive strategies that the Thai newspapers use to make their discourse of the government's water management news sound more attractive. The categories of lexical selection are variously employed, such as negative lexicalization, metaphor and verb creating credibility in the government. The table below illustrates the lexical selections found in this study.

Table 4.15 Summary of Lexical Selections

Lexical Selections	Number	Percent
1. Metaphor	8	50.00
2. Verb Creating Credibility in Government	5	31.25
3. Negative Lexicalization	3	18.75
Total	16	100.00

According to Table 4.15, the study found that metaphor represents the highest category (50.00%), followed by the verb choice to create credibility in the government (31.25%), and negative lexicalization (18.75%) respectively.

The table below summarizes all discursive strategies found in the Thai daily newspapers in the case of the government's water management news.

Table 4.16 Summary of Discursive Strategies

Discursive Strategies	Number	Percent
1. Transitivity	38	29.23
2. Choice of Representing Other Voices	28	21.54
3. Naming	23	17.70
4. Metaphor	8	6.15
5. Assimilation	8	6.15
6. Impersonalization	6	4.61
7. Exclusion	6	4.61
8. Verb Creating Credibility in Government	5	3.85
9. Choice of Backgrounding Action	5	3.85
10. Negative Lexicalization	3	2.31
Total	130	100.00

According to Table 4.16 above, 10 discursive strategies can be found in the newspaper coverage of the government's water management. Transitivity is presented as the one most frequently used (29.23%). The second category is choice of representing other voices (21.54%). The choice of naming represents the third category (17.70%). Next is metaphor (6.15%) and assimilation (6.15%). Impersonalization (4.61%) and exclusion (4.61%) follow. Then is the use of verb creating credibility in government (3.85 %), choice of backgrounding action (3.85%) and negative lexicalization (2.31%) respectively.

In addition, each strategy serves a specific function which can be beneficial in the context of the government's water management news. That is to say, the total functions of these strategies work together to construct the most effective discourse about the government's water management. The following table

demonstrates the communicative functions of the discursive strategies found in this study.

Table 4.17 Communicative Functions of Discursive Strategies

Discursive Strategies	Communicative Functions
1. Transitivity	To emphasize the government's efforts in water management e.g. Prime Minister, <i>Ms. Yingluck Shinawatra</i> <u>said</u> that next week she will visit upcountry areas to solve problems and to manage the water situation (Daily News, 04/02/12)
2. Choice of Representing Other Voices	To create and support the government's credibility by using an authoritative agency e.g. <i>The Electricity Generating Authority of Thailand (EGAT)</i> <u>confirmed</u> that water management was operated carefully by the subcommittee and working group concerned. (Daily News 28/01/12)
3. Naming	To express the authors' disrespect toward a person they mention e.g. <i>Phu</i> guaranteed a water management plan. (Daily News 30/01/12)
4. Verb Creating Credibility in Government	To create and support credibility for the government e.g. "Phu" <u>insisted</u> that the water management plan was clear. (Khaosod 30/01/12)
5. Negative Lexicalization	To highlight the failure or malpractice by the government e.g. Plan was criticized as <u>inefficient</u> , agency was denounced as <u>disorderly</u> (Daily News 27/11/12).

Table 4.17 (Continued)

Discursive Strategies	Communicative Functions
6. Assimilation	To conceal the actors e.g. <i>Bangkok</i> will accelerate relief and rehabilitation for flood victims in all dimensions, install a water management system as well as decrease losses in Bangkok in the future. (Thairath, 12/12/11)
7. Choice of Backgrounding Action	To background the action of an actor by foregrounding the location of place, time and date e.g. <i>2.30 pm, at Bangkok Metropolitan Administration</i> , M.R. Sukhumbhand mentioned that in the meeting of the premier's flood solution the government's plan became clearer which made Bangkok fully operate in all concerned areas. (Khaosod 18/02/12)
8. Metaphor	To imply physical action e.g. Senator <i>denounced</i> FROC for managing water inefficiently. (Daily News23/11/11) To help readers to grasp the idea being discussed e.g. Budgets of Bt. 7 hundred billion were approved e.g. Cabinet <i>green light</i> water management. (Daily News 28/12/11)

Table 4.17 (Continued)

Discursive Strategies	Communicative Functions
9. Exclusion	To omit the actor e.g. <i>A water management plan was stepped forward</i> (Khaosod 26/02/12)
10. Impersonalization	To conceal exactly who is actor e.g. <i>Bangkok forged ahead</i> with a plan for integrative flood prevention. (Thairath 12/12/11)

According to Table 4.17 above, the 10 discursive strategies used by the Thai daily newspapers in the case of the government's water management have different communicative functions, such as concealing actors, expressing authors' disrespect, showing authors' negative attitudes, backgrounding action, highlighting a failure or malpractice by the government, supporting the credibility of the government and emphasizing the action of the actors. Moreover, the described communicative functions can be summarized into the functions of discursive strategies for communicating the government's water management news as shown in the following table.

Table 4.18 Discursive Strategies Used in the Government's Water Management News
According to the Communicative Functions

Communicative Functions	Discursive Strategies
1. To conceal actors	1) Impersonalization 2) Assimilation
2. To show authors' disrespect	1) Naming
3. To create and support the government's credibility	1) Verb creating credibility in government 2) Other voices
4. To imply physical action	1) Metaphor
5. To help readers grasp the ideas being discussed	1) Metaphor
6. To emphasize the government's efforts in water management	1) Transitivity
7. To omit actors	1) Exclusion
8. To background action	1) Backgrounding action
9. To highlight the failure of the government	1) Negative lexicalization

As can be seen in Table 18, there are a total of 9 communicative functions of discursive strategies. The function of concealing the actor is found in impersonalization and assimilation. These strategies could help prevent placing responsibilities on to the authors. Meanwhile, the discursive strategy which shows the author's disrespect is found in the naming strategy. The function of creating credibility in the government is found in the verb creating and supporting credibility in the government and other voices. The function of implying physical action and providing readers with figurative language and imagery is found in the use of metaphor. The function of emphasizing the government's efforts in water

management is found in transitivity. The function of omitting actors is found in exclusion. The function of backgrounding action is found in the choice of backgrounding action. Finally, the function of highlighting the failure or malpractice by the government is found in negative lexicalization. Therefore, each strategy has a different function which helps text producers achieve their aims.

4.4 Conclusion

To summarize this chapter, the discourse of news about the government's water management is divided into 2 levels: the macrostructure level and the microstructure level. At the macrostructure level, the sociocultural practice and discursive practice are analyzed by employing Fairclough's CDA framework and van Dijk's SCA. In the first section, the investigation of the broad context of water management in Thailand is investigated (sociocultural practice) as this dimension can shape the newspaper text. In the second section, the discursive practice is analyzed into 2 aspects: production and interpretation of the text. At the microstructure level, the text and context of the government's water management discourse is examined according to the 2 levels of news discourse (macrostructure and microstructure) proposed by van Dijk (1988). The macrostructure level focuses on a global content defined by the topics or theme of a discourse of news of the government's water management. Meanwhile, the microstructure level places emphasis upon the micro types, such as the choices for the representation of actors and actions and lexical selection which forms the discursive strategies. In addition, this section is divided into 2 parts: the analysis of the representations and the analysis of lexical selections in order to demonstrate how the text producers use words to present the coverage of the government's water management. Based on the findings in this chapter, the study found that the 3 Thai daily newspapers employ such discursive strategies in order to present the government's water management news in both a positive and negative manner.

In the next chapter, a summary of the findings and a discussion of the 3 research questions will be provided. The contribution made by this study, as well as the recommendations for further study along with its limitations will also be presented.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, an analysis of local daily newspaper coverage of the Thai government's water management during the last 2 months of 2011 and the following first 2 months of 2012 documents how this issue is represented. The study analyzes a corpus of news on the government's water management which is presented in the 3 Thai daily newspapers: *Thairath*, *Daily News* and *Khaosod*. The aim of this study is to ascertain the discursive strategies of 3 newspapers that function to accomplish particular purposes of the text producers. The researcher employed the analytical framework of Critical Discourse Analysis (CDA) initiated by Fairclough (1995b) and Sociocognitive Approach (SCA) proposed by van Dijk (1988) as the main theoretical frameworks to analyze the discursive strategies used in the Thai daily newspapers since they have played an essential role in revealing the existence of the newspapers' use of power over audiences. The analysis of this study was conducted on 2 levels of analysis: a macrostructure analysis and a microstructure analysis. The macrostructure analysis investigates the sociocultural practice and its discursive practice in the government's water management news. Meanwhile, the microstructure analysis examines the presented text.

At the level of textual analysis, apart from Fairclough's CDA and van Dijk's SCA, the study employed various approaches involving the concept of discursive strategies, such as the representation of particular social actors (Van Leeuwen, 2008), transitivity, lexis, nominalization and metaphor (Conboy, 2007), naming and position of actor (Reah, 2002), and choice used to represent other voices (Johnstone, 2008) to analyze the discursive strategies used in the government's water management. These

approaches could help illustrate explicitly how the newspapers discursively represent the government's water management news. Both levels were presented in Chapter 4.

This final chapter draws on all the research findings to answer the 3 research questions posed in Chapter 1, namely, 1) what are the discursive strategies used in the presentation of the news of the government's water management?, 2) what strategy predominates the discourse of the news on the government's water management? and 3) what functions do the strategies serve in such communicative events? In addition, this chapter is composed of 3 sections. The first discusses a summary of findings and provides answers to the 3 research questions. The second section presents the contributions of this study. The final section will recommend areas and pointers for further study along with the limitations of the current study.

5.2 Summary of the Findings

In this section, the discursive strategies used in the newspapers' coverage of the government's water management will be discussed by illustrating the relationship among sociocultural practice, discursive practice and text according to Critical Discourse Analysis (CDA). The study will provide briefly a context of the water management in Thailand (see details in Chapter 4) since this dimension will lead to the interpretation of how the Thai daily newspapers present the government's water management news and how they use language to convey a message to the audience.

According to the analysis of the sociocultural practice of the news on the government's water management, the year 2011 was quite significant one in Thailand when the country endured enormous devastation in the wake of the worst flooding in at least 5 decades. The main Thailand floods of 2011, which took place between late July and early December, first became widespread in the Northern parts of the country as a result of the start of a typical monsoon season. However, the arrival of the leftovers of tropical storm Nock-ten in late July accelerated the severity of the rainfall (and floods) across the Northern, Northeastern and Central portions of Thailand.

Prime Minister Yingluck Shinawatra, who meantime had taken office, had to tackle this disaster. As mentioned earlier, Ms. Yingluck Shinawatra, Thailand's first female Prime Minister, had never before participated in the political realm, and had

been accused of being the clone or nominee of her brother, former premier Thaksin Shinawatra. She was sworn into office in early August, 2011. Consequently, the 2011 flood crisis was the first major test to prove her ability to manage this national disaster as well as the opportunity to dismiss the allegations of being her brother's puppet. To handle this flood situation, the premier set up the Flood Relief Operation Center (FROC) intending to deliver aid and to coordinate water management with other agencies, including the Royal Irrigation Department (RID) and the Bangkok Metropolitan Administration.

However, FROC's water management seems to have been inefficient, appearing unable to respond to the situation. An additional factor worthy of mention is that the channeling of water through the network of canals and waterways in Bangkok is under the management of the opposition Democrat Party, via the Bangkok Metropolitan Administration while the flood center is controlled by the government Pheu Thai Party. This means that the flood is no longer just an issue of natural disaster. Rather, it is caught up in the political game between the government and the opposition on the water management. In this regard, the 3 Thai daily newspapers select to focus on this situation, resulting in the discursive practice of the newspapers.

Based on the analysis of the newspapers' discursive practice, the coverage tends to present the government's water management news in the same direction. That is, the 3 Thai daily newspapers tend to present their news by giving voice to the socially elite people. The voices of elite people here mean the voices of the Prime Minister, government agencies and members of government. The study found that the 3 Thai daily newspapers select to present only one particular group from within the government, the premier and water management experts. These people are responsible for resolving the problems of flooding and have power to tell a story to the public. However, in most cases, the voices that are not represented are those of people suffering from the flood. Though they are directly affected in this disaster, their voices are obviously unimportant in the news presentation. Moreover, in their presentation of the government's water management news, the text producers often present how to manage water and to cope with flooding in the future. Note that the current flood was not mentioned much in the news. Though the news about the government's preventive plan creates an image of the government as being proactive,

it attempts to distract the people from the flood disaster that they currently face. This kind of presentation can be interpreted as the government attempt to cover up its current inability to solve an immediate problem. Thus, according to the analysis of discursive practice, it can be seen that the content or structure of this news is presented in the same light. Nonetheless, when the author employs the notion of discourse approaches to analyze the texts of the government's water management, it was found that there is a power within the texts which is beyond the texts themselves. That is to say, news reporting has power, and its power not only resides in the text on the surface level. The analysis shows that issues which get presented in the news are somewhat controlled and designed by the production of the news: i.e. selection of voice and linguistic patterns. Therefore, as the language used is constructed by the text producers, the text producers can use only discursive strategies as one of the means to achieve their aims.

Based on the textual analysis, the study found that discourse on the government's water management is proposed not only to convey meaning, but also to shape public perception about the event. This is one example of discourse as a means of power abuse. It guides people to think or judge the government's water management news from the same perspective as that of the newspapers'. For example, the presentation of a proactive action of the government in managing water by the use of the verbs "stressed" and "guaranteed" can make what the government has done feel credible to the public (see item 5 in Table 4.13). Therefore, in such a context, power abuse would refer to a hidden newspaper purpose to construct certain realities or ideologies. According to van Dijk (2008), the existence of newspaper power is mainly concerned with a certain institution's discourse domination through an exercise of the power of language which basically has the potential not only to control people's minds, but indirectly also their actions. In this regard, discourse domination deals with how to dominate language in order to achieve the text producers' aims. Hence, the language employed to achieve those particular aims is called discursive strategies. That is, discursive strategies are simply examples of how language can be used to achieve social purposes. They are textual evidences which testify to the hypothesis of CDA.

According to the analysis illustrated in Chapter 4, it has been found that the discursive strategies used in the discourse of the government's water management are variously employed. Each strategy has its own particular function in terms of action and power to influence the readers' perceptions. The text producers are likely to present this issue through concealing the actor, backgrounding the actions of the actors, expressing authors' attitudes and, at the same time, increasing the credibility of the government's activities in water management. As can be seen, in order to craft positive representations or wording, the newspapers employ some words, such as "confirm" and "guarantee" which can create the public's perception of the government's credibility or the use of transitivity to place emphasis upon the government's endeavors in water management. On the other hand, to create a negative representation, the text producers use the choice of negative lexicalization in order to denigrate the government's water management in the eyes of public. However, the use of positive or negative representations or particular wording in the newspaper coverage may not lead to a similar interpretation by the readers as what they interpret also relies on their personal past experience or prior knowledge. That is to say, people's understanding of the news and the way they change their opinions or attitudes relies on their own earlier attitudes or ideologies which are shared by their group members as well as on their own experience.

5.3 Answering the 3 Research Questions

5.3.1 Research Question 1: What Are the Discursive Strategies Used in the Presentation of the News of the Government's Water Management?

This thesis defines discursive strategies as the way in which the authors use strategies to achieve their aims. It is argued that the 3 Thai daily newspapers have a similar aim which is to influence and shape audiences' perceptions in the presentation of the government's water management news. According to the analysis of the discursive strategies used in the Thai daily newspapers, 10 strategies help the newspapers complete their aims. They are 1) naming, 2) transitivity, 3) metaphor, 4) assimilation, 5) impersonalization, 6) exclusion, 7) verb creating credibility in

government, 8) choice of backgrounding action, 9) negative lexicalization and 10) choice of representing other voices. Note that, transitivity is one of the discursive strategies most frequently used (38 instances). The second most popular strategy is the choice of representing other voices (28 instances). This is followed by naming (23 instances). Metaphor and assimilation is the fourth category (8 instances). Impersonalization and exclusion represent the fifth category (6 instances). Verb creating credibility in the government and choice of backgrounding action appear in 5 instances. The last category is negative lexicalization, appearing in 3 instances. Accordingly, it can be seen that the authors use more than one discursive strategy to present this government's water management news. This is because the more variety of discursive strategies employed, the more efficient the authors are in achieving their aims.

5.3.2 Research Question 2: What Strategy Predominates the Discourse of the News on the Government's Water Management?

According to the analysis presented in Chapter 4, it was found that transitivity is the strategy which is used predominantly in the discourse of the government's water management (38 instances). From the 6 types of processes mentioned in Chapter 2, namely material process, mental process, relational process, behavioral process, verbal process and existential process, the researcher found that there are only 2 types of processes which are used: verbal process and material process. Verbal process is employed the most (27 times) while material process ranks second (11 times). Verbal process is a process of "saying". The process is usually indicated by the use of the verb "to say" as well as its many synonyms, such as explain, suggest, advise, reveal and tell. Meanwhile material process is a process of doing. This process is usually indicated by a verb expressing an action, such as establish, spend, accelerate and forge ahead. Here, the text producers are likely to present the agents along with an action of verbal process, such as the use of the verb "explain" (4 times), "confirm" (5 times) and "announce" (4 times) rather than a material process, such as "establish" (2 times) and "spent" (1 time)". That is to say, the authors intend to inform the public about the government's water management news by placing emphasis upon the

government's saying process rather than its doing process. This is because the verbal process can appeal to the audience's perception by connecting the political beliefs with the possibility of managing the water. In this way, the audience's perception is aroused and strengthened.

5.3.3 Research Question 3: What Functions Do the Strategies Serve in Such Communicative Events?

By employing such strategies as mentioned in the first research question, the result has been shown that at the level of the text as a microstructure analysis, newspapers employ varieties of discursive strategies in order to achieve their aims. Each strategy has a different communicative function to serve the text producers' purposes. For example:

- 1) To conceal the actors, the text producers employ impersonalization and assimilation.
- 2) To show the authors' attitudes toward persons, the text producers employ naming.
- 3) To create and support the government's credibility, the text producers employ verb creating credibility and other voices.
- 4) To convey physical action or help readers grasp the ideas being discussed, the text producers employ metaphor.
- 5) To emphasize the government's efforts in water management, the text producers employ transitivity.
- 6) To omit the actor, as it is assumed readers already know the context, the text producers employ exclusion.
- 7) To background action, the text producers employ the choice of backgrounding action.
- 8) To highlight the malpractice of the government, the text producers employ negative lexicalization.

Therefore, according to the functions mentioned above, it can be seen that each strategy has one or more potential functions, and these functions can construct the public's image of the government in the water management issue in both a positive and negative perception. Positively, the use of verbs functions to create a

sense of credibility in government, or the use of transitivity shows the government's attempts to manage the water situation. On the contrary, negative perception, such as the use of negative lexicalization functions to denigrate the government's water management, or the use of backgrounding action functions to conceal the actions of the actors.

5.4 Contributions of the Study

By studying the discursive strategies used in Thai daily newspapers: a case of the government's water management news, the researcher can contribute analysis and insight to those who consume newspapers and those who are interested in media discourse as follows:

- 1) Provide readers with a greater awareness of the potential for misrepresentation and manipulation, especially through newspapers strategies,
- 2) Give to those who are interested in media discourse study, particularly in discourse analysis, a framework for this study as a means for further investigation since the result can be applied to other texts, such as advertisements, books and other messages in new media.

5.5 Recommendations

Based on the study of the discursive strategies used in Thai daily newspapers: a case of the government's water management news, the researcher would like to commend 3 aspects for further investigation, Firstly, it would be constructive to analyze texts concerning discursive strategies used in other newspapers or fields which analyze the representation of social actors, and/or actions as well as the wording employed. Secondly, it would be worthwhile to adopt this strategic analysis process to examine a variety of editorials in order to reveal how these strategies help the editors convey their messages more successfully. Finally, further valuable insight could be stimulated by a study of particular newspaper writing styles, such as the use of headline's captions which can communicate particular meaning to the readers.

5.6 Limitations

Finally, this thesis is restrained by certain limitations. First, due to time limitations, this thesis has focused on the discursive strategies used in the discourse of the government's water management news gathered from the 3 Thai daily tabloid newspapers: Thairath, Daily News and Khaosod. Second, the data for the investigation are in the Thai language which has been translated into English. Although the researcher tried as diligently as possible to respect the original meaning in the English translation, some nuance may have been lost in the translation process. To overcome this problem, the transliteration of the original is has been provided alongside the Thai original and its English translation.

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APPENDICES

Appendix A Transitivity

Transitivity

1. ปชป.-พท. ชัดกันน้ำลายท่วม โทษอีกฝ่ายผิดพลาดจัดการมั่วน้ำในเขื่อน (ไทยรัฐ 04/11/54: หัวข่าว)

Transliteration: *Democrat Party* and *Pheu Thai Party* *swash* saliva flood accuse another division wrong miss manage muddle water in dam

Translation: *The Democrat Party* and *Pheu Thai Party* *blamed* each other back and forth for the incompetent management of dam water. (Thairath 04/11/11: Headline)

2. กทม. ดุยแผนป้องกันน้ำแบบบูรณาการ (ไทยรัฐ 12/12/54: หัวรอง)

Transliteration: *Bangkok wade* plan protect water form integration

Translation: *Bangkok forged ahead* with a plan for the integrative flood prevention. (Thairath 12/12/11: Subhead)

3. ที่ประชุมได้มีการพิจารณาเร่งรัดการจัดการทำแผนแม่บทบริหารจัดการทรัพยากรน้ำ แผนปฏิบัติเพื่อบรรเทาปัญหาอุทกภัยระยะเร่งด่วน (ไทยรัฐ 07/01/55: หัวข่าว)

Transliteration: *At the meeting has consideration* hurry up make plan mother chapter administrate manage resource water plan action lessen problem flood period urgent

Translation: *The chamber considered* accelerating a master plan to manage water resources and an action plan to relieve flood problems during urgent-period. (Thairath 07/01/55: Headline)

4. นายกรัฐมนตรีได้ให้กชน.เร่งรัดจัดทำแผนทั้ง 8 ด้านให้แล้วเสร็จโดยเร็ว (ไทยรัฐ 07/01/55: เนื้อข่าว)

Transliteration: *Prime Minister* give SCWRM *urge* do plan 8 rough give already finish by fast

Translation: *Prime Minister* had SCWRM *urgently* process the 8 plans. (Thairath 07/01/12: News Body)

Transitivity

5. *กฟผ. ขอยืนยัน*ว่าการบริหารจัดการน้ำมีการดำเนินการอย่างรอบคอบ โดยคณะอนุกรรมการฯ และคณะทำงานที่เกี่ยวข้อง (เดลินิวส์ 28/01/55: เนื้อข่าว)

Transliteration: *The Electricity Generating Authority of Thailand (EGAT) request confirm* that administration manage water has operation carefully by faculty subcommittee and faculty do work that involve

Translation: *The Electricity Generating Authority of Thailand (EGAT) confirmed* that water management was operated carefully by the subcommittee and working group concerned. (Daily News 28/01/12: News body)

6. *กทม. จะเร่งฟื้นฟู*เยียวยาผู้ประสบอุทกภัยในทุกมิติอย่างรวดเร็วพร้อมวางระบบบริหารจัดการน้ำท่วมและลดความสูญเสียของ กทม. ในอนาคต (ไทยรัฐ 12/12/54: หัวรอง)

Transliteration: *Bangkok will speed* rehab remedy people flood in every dimension speedily ready place system administrate manage water flood and deduce loss of Bangkok in future

Translation: *Bangkok will accelerate* the relief and rehabilitation of flood victims in all dimensions, install a water management system as well as decrease losses in Bangkok in the future. (Thairath 12/12/11: Subhead)

7. เมื่อเวลา 14.30 ที่ศาลาว่าการกทม.ร.ม.ว. *สุภูมิพันธุ์ กล่าวถึง*การประชุมแก้ปัญหาอุทกภัยร่วมกับนายกฯ แผนงานของรัฐบาลเริ่มชัดเจนขึ้น ทำให้กทม. ดำเนินการในพื้นที่ได้เต็มที่ (ข่าวสด 18/02/55: เนื้อข่าว)

Transliteration: When time 14.30, Bangkok Metropolitan Administration, *M.R. Sukhumbhand mention* arrive meeting solve problem flood join with Prime Minister that plan of government start clear up make Bangkok process in area fully

Translation: 2.30 pm, at the Bangkok Metropolitan Administration Office, *M.R. Sukhumbhand talked* about the meeting with the premier's flood solution that the government's plan became clearer. This made Bangkok fully operate concerned areas. (Khaosod 18/02/12: News Body)

Transitivity

8. ที่ทำเนียบรัฐบาล เวลา 13.30 น. วันที่ 27 ธ.ค. นายกิตติรัตน์ ณ ระนอง รองนายกรัฐมนตรีและรมว. พาณิชย์ แถลงผลการประชุม ครม. ว่าที่ประชุมเห็นชอบในหลักการเตรียมการด้านเงินเพื่อการลงทุนวางระบบบริหารจัดการน้ำและสร้างอนาคตประเทศ (เดลินิวส์ 29/12/54: เนื้อข่าว)

Transliteration: At Government House, at 13.30, date 27 December, Mr. Kittiratt Na-Ranong Deputy Prime Minister and Commerce Minister announce result meeting cabinet that meeting see like in principle preparation rough money for is investment place system administrate manage water and build future country

Translation: Government House, at 1.30 pm, on Dec 27, Deputy Prime Minister and Commerce Minister Kittiratt Na-Ranong announced the results of the cabinet meeting that the preparation of financial investment packages on a water management system and future country construction were approved by the cabinet. (Daily News 29/12/11: News Body)

9. เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล น.ส.ยิ่งลักษณ์ ชินวัตร ในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยท.) นายปีติพงษ์ พึ่งบุญ ณ อยุธยา นายกิจจา ผลภายี กรรมการ กยท. นายอาคม เดิมพิทยาไพสิฐ เลขาธิการสภาการพัฒนาศรษฐกิจและสังคมแห่งชาติ ร่วมแถลง “แผนแม่บทการบริหารจัดการทรัพยากรน้ำ” (เดลินิวส์ 22/01/55: เนื้อข่าว)

Transliteration: When time 10.30 date 20 January at Government House Ms. Yingluck Shinawatra in status subject Strategic Committee for Water Resources Management (SCWRM) Mr. Pitipong Phuengboon Na Ayutthaya Mr. Kitja Ponpasi Mr. Akom Termittayapaisit Secretary of National Economic and Social Development Board join announce “Plan Mother Chapter Administration Manage Resource Water”

Translation: 10.30 am, on Jan 20, at Government House, Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), together with SCWRM’s committee members Pitipong Phuengboon Na-Ayutthaya and Kitja Ponpasi and the Secretary of the National Economic and Social Development Board, Akom Termittayapaisit announced a “Master Plan for Water Resource Management”. (Daily News 22/01/12: News Body)

Transitivity

10. เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล น.ส. ยิ่งลักษณ์ ชินวัตร ในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยน.) แถลง แผนแม่บทการบริหารจัดการน้ำของรัฐบาลอย่างยั่งยืนเพื่อป้องกัน บรรเทา ลดผลกระทบในอนาคต และสร้างความเชื่อมั่นให้ประชาชน เอกชน เกษตรกร ธุรกิจ อุตสาหกรรม (ข่าวสด 22/01/55: เนื้อข่าว)

Transliteration: When time 10.30 date 20 January at Government House Ms. Yingluck Shinawatra in status subject Strategic Committee for Water Resources Management (SCWRM) announce plan mother chapter administrate manage waterthing government sustainably for prevent, relief decrease effect in future and create confidence give people, private, farmer, business industry

Translation: 10.30 am, on Jan 20, at Government House, Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), announced the government's master plan for sustainable water management in order to prevent, relieve and decrease future effects as well as build confidence in public and private sectors together with agricultural, business and industrial sectors. (Khaosod 22/01/12: News Body)

11. เมื่อเวลา 13.30 น. วันที่ 7 ก.พ. ที่ทำเนียบรัฐบาล น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรีให้ สัมภาษณ์ ภายหลังเป็นประธานการประชุม ครม. ว่าที่ประชุม ครม. ให้ความเห็นชอบแผนการเดินทางลงพื้นที่เพื่อติดตามแผนบริหารจัดการน้ำ (ทัวร์นกแก้วน) ในระหว่างวันที่ 13-17 ก.พ. แล้ว (เดลินิวส์ 08/02/55: เนื้อข่าว)

Transliteration: When time 10.30, date 7 Feb, at Government House, Ms. Yingluck Shinawatra, Prime Minister give interview after be subject meeting cabinet that at meeting committee give consent plan walk late down area for follow plan management water (Tour Parrot) in during date 13-17 Feb already

Translation: 1.30 pm, on Feb 7, at Government House, the premier Ms. Yingluck Shinawatra was interviewed after presiding at a cabinet meeting. The cabinet agreed upon a field trip to keep track of the government's water management plan (Flood Tour) from Feb 13-17. (Daily News 08/02/12: News Body)

Transitivity

12. “กิตติรัตน์” ย้ำแผนแม่บทบริหารจัดการน้ำใกล้เสร็จ การันตีปีหน้าไม่ท่วมพื้นที่ ศก.
(เดลินิวส์ 12/12/54: หัวรอง)

Transliteration: “*Kittiratt*” *emphasize* mother chapter management water near finish *guaranteed* year next water no flood area economy

Translation: “*Kittiratt*” *stressed* that a master plan for water management was nearly complete and *guaranteed* that next year the economic zones will not be inundated.
(Daily News 12/12/11: Headline)

13. น.ส.ยิ่งลักษณ์ได้เรียกประชุมคณะทำงานบริหารจัดการน้ำเพื่อเตรียมเดินสายลงพื้นที่ต่างจังหวัด และเตรียมมาตรการบริหารจัดการน้ำทั้งระบบ (เดลินิวส์ 02/02/55: เนื้อข่าว)

Transliteration: *Ms. Yingluck call* a meeting faculty do job administrate manage water for prepare walk late down area upcountry and prepare measure administrate manage water all system

Translation: *Ms. Yingluck summoned* a committee to work on water management both to prepare for an upcountry area visit and a measure to manage the whole water system. (Daily News 02/02/12: News Body)

14. ผ่านฉลุยงบ 7 แสนล้านบาท ครม. ไฟเขียวให้บริหารจัดการน้ำ (เดลินิวส์ 28/12/54: หัวข่าว)

Transliteration: Go through easily budget 7 hundred billion *cabinet green light* give administrate manage water

Translation: Budgets of Bt 7 hundred billion were approved. *The cabinet agreed to* water management. (Daily News 28/12/11: Headline)

15. ส.ว. อัดสปก. บริหารแผนน้ำห่วย (เดลินิวส์ 22/11/54: หัวรอง)

Transliteration: *Senator compress* FROC administration plan water bad

Translation: *Senator condemned* FROC for insufficient water plan management.
(Daily News 22/11/11: Subhead)

16. รัฐบาล แจงแผนแม่บทบริหารจัดการน้ำผ่านทีวีพูล (ไทยรัฐ 22/01/55: หัวรอง)

Transliteration: *Government enumerate* plan mother chapter administrate manage water pass TV Pool

Translation: *Government explained* a master plan for water management on TV Pool.
(Thairath 22/01/12: Subhead)

Transitivity

17. รัฐบาลจึงได้ตั้งคณะกรรมการยุทธศาสตร์เพื่อวางระบบการบริหารจัดการทรัพยากรน้ำ (กชน.)
ขึ้นมาเพื่อบริหารจัดการน้ำในอนาคต (ไทยรัฐ 22/01/55: เนื้อข่าว)

Transliteration: *Government* therefore *set* cabinet strategic for place system
administrate manage resource water up come for administrate manage water in future

Translation: Therefore, *the government appointed* the Strategic Committee for Water
Resources Management (SCWRM) for future water management. (Thairath 22/01/12:
News Body)

18. กรมชลฯ เสนอให้แต่งตั้งคณะทำงานจัดทำแผนการบริหารจัดการน้ำเขื่อนเก็บกักน้ำหลักและ
แผนบริหารจัดการน้ำของประเทศประจำปี 2555 (เดลินิวส์ 02/02/55: เนื้อข่าว)

Transliteration: *The Royal Irrigation Department offer give* appoint faculty do work
make plan administrate manage water dam restore water main and plan administrate
manage water of nation annual 2012

Translation: *The Royal Irrigation Department suggested* appointing a working group
to conduct a plan for dyke restoration management and a plan for the 2012 national
water management. (Daily News 02/02/12: News body)

Appendix B Choice of the Representation of Other Voices

Choice of Representation of Other Voices

1. “ปู” แถลงแผนจัดการน้ำ (ข่าวสด 22/01/55: หัวข่าว)

Transliteration: “Crab” declare plan manage water

Translation: “Phu” announced a water management plan. (Khaosod 22/01/12: Headline)

2. “ปู” ย้ำแผนจัดการน้ำชัด (ข่าวสด 30/01/55: หัวข่าว)

Transliteration: “Crab” emphasis plan manage water clear

Translation: “Phu” insisted that a water management plan was clear. (Khaosod 30/01/12: Headline)

3. นายกรัฐมนตรี เผยแผนรับมือ-แบบยั่งยืน (ไทยรัฐ 22/01/55: หัวข่าว)

Transliteration: Prime Minister Crab reveal plan take hand form sustain

Translation: Prime Minister Phu revealed a sustainable plan to tackle the problems. (Thairath 22/01/12: Headline)

4. “ปู” เข้าเฝ้าทูล 8 แผนแก้ปัญหาน้ำท่วม (ข่าวสด 24/02/55: หัวข่าว)

Transliteration: “Crab” enter guard report 8 plan solve water flood

Translation: “Phu” had an audience with HM the King to report on 8 plans for a flood solution. (Khaosod 24/02/12: Headline)

5. นายกรัฐมนตรี ควง ดร. โกร่ง แจงแผนแก้ไขวิกฤตน้ำออกโทรทัศน์ (ข่าวสด 26/12/54: หัวรอง)

Transliteration: Prime Minister “Crab” screw Dr. Krong enumerated plan solve crisis water out television

Translation: Prime Minister “Phu” together with Dr. Krong explained a plan to solve the water crisis on television. (Khaosod 26/12/11: Subhead)

6. ปู แจงแผนสู้ท่วม คมเข้มน้ำเขื่อน (ข่าวสด 22/01/55: หัวข่าว)

Transliteration: Crab enumerate plan fight flood control dark water dam

Translation: Phu explained a plan for flood fighting and strictly controlled water in a dam. (Khaosod 22/01/12: Headline)

Choice of Representation of Other Voices

7. กรมชลฯ เสนอให้แต่งตั้งคณะทำงานจัดทำแผนการบริหารจัดการน้ำเขื่อนเก็บกักน้ำหลักและแผนบริหารจัดการน้ำของประเทศประจำปี2555 (เดลินิวส์ 02/02/55: เนื้อข่าว)

Transliteration: The Royal Irrigation Department offer give appoint faculty do work make plan administrate manage water dam restore water main and plan administrate manage water of nation annual 2012

Translation: The Royal Irrigation Department suggested appointing a working group to conduct a plan for dyke restoration management and a plan for the 2012 national water management. (Daily News 02/02/12: News body)

8. เมื่อเวลา 14.30ที่ศาลาว่าการกทม. ร.ม.ว. สุขุมพันธุ์ กล่าวถึงการประชุมแก้ปัญหาอุทกภัยร่วมกับนายกฯ แผนงานของรัฐบาลเริ่มชัดเจนขึ้น ทำให้กทม. ดำเนินการในพื้นที่ได้เต็มที่ (ข่าวสด 18/02/55: เนื้อข่าว)

Transliteration: When time 14.30, Bangkok Metropolitan Administration, M.R. Sukhumbhand mention arrive meeting solve problem flood join with Prime Minister that plan of government start clear up make Bangkok process in area fully

Translation: 2.30 pm, at the Bangkok Metropolitan Administration Office, M.R. Sukhumbhand talked about the meeting with the premier's flood solution that the government's plan became clearer. This made Bangkok fully operate concerned areas. (Khaosod 18/02/12: News Body)

9. รัฐบาล แจงแผนแม่บทบริหารจัดการน้ำผ่านทีวีพูล (ไทยรัฐ 22/01/55: หัวรอง)

Transliteration: Government enumerate plan mother chapter administrate manage water pass TV Pool

Translation: Government explained a master plan for water management on TV Pool. (Thairath 22/01/12: Subhead)

Choice of Representation of Other Voices

10. ที่ทำเนียบรัฐบาล เวลา 13.30 น. วันที่ 27 ธ.ค. นายกิตติรัตน์ ณ ระนอง รองนายกรัฐมนตรีและรมว. พาณิชย์ แถลงผลการประชุมครม. ว่าที่ประชุมเห็นชอบในหลักการเตรียมการด้านเงินเพื่อการลงทุนวางระบบบริหารจัดการน้ำและสร้างอนาคตประเทศ (เดลินิวส์ 29/12/54: เนื้อข่าว)

Transliteration: At Government House, at 13.30, date 27 December, Mr. Kittiratt Na-Ranong Deputy Prime Minister and Commerce Minister announce result meeting cabinet that meeting see like in principle preparation rough money for investment place system administrate manage water and build future country

Translation: Government House, at 1.30 pm, on Dec 27, Deputy Prime Minister and Commerce Minister Kittiratt Na-Ranong announced the results of the cabinet meeting that the preparation of financial investment packages on a water management system and future country construction were approved by the cabinet. (Daily News 29/12/11: News Body)

11. เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล น.ส.ยิ่งลักษณ์ ชินวัตรในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยช.) นายปีติพงษ์ พึ่งบุญ ณ อยุธยา นายกิจจา ผลภายี กรรมการ กยช. นายอาคม เดิมพิทยาไพสิฐ เลขาธิการสภาการพัฒนเศรษฐกิจและสังคมแห่งชาติ ร่วมแถลง “แผนแม่บทการบริหารจัดการทรัพยากรน้ำ” (เดลินิวส์ 22/01/55: เนื้อข่าว)

Transliteration: When time 10.30 date 20 January at Government House Ms. Yingluck Shinawatra in status subject Strategic Committee for Water Resources Management (SCWRM) Mr. Pitipong Phuengboon Na Ayutthaya Mr. Kitja Ponpasi Mr. Akom Termpittayapaisit Secretary of National Economic and Social Development Board join announce “Plan Mother Chapter Administration Manage Resource Water”

Translation: 10.30 am, on Jan 20, at Government House, Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), together with SCWRM’s committee members Pitipong Phuengboon Na-Ayutthaya and Kitja Ponpasi and the Secretary of the National Economic and Social Development Board, Akom Termpittayapaisit announced a “Master Plan for Water Resource Management”. (Daily News 22/01/12: News Body)

Choice of Representation of Other Voices

12. เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล น.ส.ยิ่งลักษณ์ ชินวัตรในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยช.) แถลงแผนแม่บทการบริหารจัดการน้ำของรัฐบาลอย่างยั่งยืนเพื่อป้องกัน บรรเทา ลดผลกระทบในอนาคต และสร้างความเชื่อมั่นให้ประชาชน เอกชน เกษตรกร ธุรกิจ อุตสาหกรรม (ข่าวสด 22/01/55: เนื้อข่าว)

Transliteration: When time 10.30 date 20 January at Government House Ms. Yingluck Shinawatra in status subject Strategic Committee for Water Resources Management (SCWRM) announce plan mother chapter administrate manage water thing government sustainably for prevent, relief decrease effect in future and create confidence give people, private, farmer, business industry

Translation: 10.30 am, on Jan 20, at Government House, Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), announced the government's master plan for sustainable water management in order to prevent, relieve and decrease future effects as well as build confidence in public and private sectors together with agricultural, business and industrial sectors. (Khaosod 22/01/12: News Body)

13. เมื่อเวลา 13.30 น. วันที่ 7 ก.พ. ที่ทำเนียบรัฐบาล น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรีให้สัมภาษณ์ภายหลังเป็นประธานการประชุม ครม.ว่าที่ประชุม ครม.ให้ความเห็นชอบแผนการเดินทางลงพื้นที่เพื่อติดตามแผนบริหารจัดการน้ำ (ทัวร์นกแก้วน) ในระหว่างวันที่ 13-17 ก.พ. แล้ว (เดลินิวส์ 08/02/55: เนื้อข่าว)

Transliteration: When time 10.30, date 7 Feb, at Government House, Ms. Yingluck Shinawatra, Prime Minister give interview after be subject meeting cabinet that at meeting committee give consent plan walk late down area for follow plan management water (Tour Parrot) in during date 13-17 Feb already

Translation: 1.30 pm, on Feb 7, at Government House, the premier Ms. Yingluck Shinawatra was interviewed after presiding at a cabinet meeting. The cabinet agreed upon a field trip to keep track of the government's water management plan (Flood Tour) from Feb 13-17. (Daily News 08/02/12: News Body)

Choice of the Representation of Other Voices

14. “กิตติรัตน์” ย้ำแผนแม่บทบริหารจัดการน้ำใกล้เสร็จ การันตีปีหน้า น้ำไม่ท่วมพื้นที่ ศก. (เดลินิวส์ 12/12/54: หัวรอง)

Transliteration: “Kittiratt” emphasize mother chapter management water near finish. guaranteed year next water no flood area economy

Translation: “Kittiratt” stressed that a master plan for water management was nearly complete and guaranteed that next year the economic zones will not be inundated. (Daily News 12/12/11: Headline)

15. “ปราโมทย์ ไม้กลัด” เนะรัฐบาลรีบตั้งศูนย์บริหารจัดการวิกฤตรับมือ น้ำท่วมได้แล้วตั้งแต่ตอนนี้ (ข่าวสด 28/01/55: หัวรอง)

Transliteration: “Pramote Maiklad” suggest the government hurry set up a center manage crisis to receive hand flood since now

Translation: “Pramote Maiklad” suggested the government speed up establishing a crisis management center to handle flooding from now on. (Khaosod 28/01/12: Subhead)

Appendix C Headline

No.	Newspaper	D/M/Y	Headline
1.	ไทยรัฐ	25/12/54	ปูยัน 1 ค. แผนเสร็จ
	Thairath	25/12/11	Phu confirmed a plan was completed in one month.
2.	ข่าวสด	22/01/55	“ปู”แถลงแผนจัดการน้ำ
	Khaosod	22/01/12	“Phu” announced a water management plan.
3.	ข่าวสด	04/02/55	ปูลุยแผนแก้ท่วม
	Khaosod	04/02/12	Phu forged ahead with her plan to resolve the flooding.
4.	เดลินิวส์	30/01/55	ปูการันตีแผนการจัดการน้ำ
	Daily News	30/01/12	Phu guaranteed a water management plan.
5.	ข่าวสด	26/12/54	“ปู-โคร่ง” มั่นใจแผนสู้น้ำปี 55
	Khaosod	26/12/11	“Phu-Krong” was confident of the plan to fight the flood in the year 2012.
6.	ข่าวสด	22/01/55	ปูแจงแผนสู้ท่วมคุมเข้มน้ำเขื่อน
	Khaosod	22/01/12	Phu explained a plan for flood fighting and strictly controlled water in a dam.
7.	เดลินิวส์	22/01/55	สับและแผนแม่บทแก้ปัญหา “น้ำท่วม”
	Daily News	22/01/12	The master plan for a flood solution was attacked.
8.	ข่าวสด	27/02/55	ขับเคลื่อนแผนบริหารน้ำท่วม
	Khaosod	27/02/12	A water management plan was expedited.
9.	เดลินิวส์	27/01/55	จะแผนช่วยหน่วยงานมั่ว
	Daily News	27/01/12	The plan was criticized for its inefficiency; the agency was denounced as disorderly.

No.	Newspaper	D/M/Y	Headline
10.	ข่าวสด	24/02/55	ซึ่งปรับแผนตามสถานการณ์น้ำ
	Khaosod	24/02/12	A plan was adapted according to water situation.
11.	ข่าวสด	24/02/55	“ปู”เข้าเฝ้าทูล 8แผนแก้ปัญหาน้ำท่วม
	Khaosod	24/02/12	“Phu” had an audience with HM the King to report on the eight plans for a flood solution.
12.	ข่าวสด	26/02/55	เดินหน้าแผนจัดการน้ำท่วม
	Khaosod	26/02/12	A water management plan was stepped forward.
13.	ไทยรัฐ	22/01/55	นายกฯปูเผยแผนรับมือ-แบบยั่งยืน
	Thairath	22/01/12	Prime Minister Phu revealed a plan to tackle sustainability.
14.	เดลินิวส์	08/02/55	ปูประธานกนอช.บริหารจัดการน้ำ
	Daily News	08/02/12	Phu was the president of NWRFPC for water management.
15.	ข่าวสด	10/11/54	“ปู”ดึง “โคร่ง-สุเมธ” ร่วมฟื้นฟูวางแผนจัดการน้ำ
	Khaosod	10/11/11	“Phu” drew “Krong-Sumet” into the rehabilitation of the water management plan.
16.	ไทยรัฐ	04/11/54	ปชป.-พท. ชัดก้นน้ำลายท่วมโทษอีกฝ่ายผิดพลาดจัดการ มั่วน้ำในเขื่อน
	Thairath	04/11/11	The Democrat Party and the Pheu Thai Party blamed each other back and forth for incompetent management of dam water.
17.	ไทยรัฐ	25/12/54	โคร่งทุ่มเงิน 3.5 แสนล้านจัดการน้ำ
	Thairath	25/12/11	Krong spent Bt 3.5 hundred billion on water management.

No.	Newspaper	D/M/Y	Headline
18.	เดลินิวส์	28/12/54	ผ่านฉลุยบ 7 แสนล้านบาท กรม.ไฟเขียวให้ บริหารจัดการน้ำ
	Daily News	28/12/11	Budgets of Bt 7 hundred billion were approved. The cabinet agreed to water management.

Appendix D Subhead (lead)

No.	Newspaper	D/M/Y	Subhead
1.	ข่าวสด	22/01/55	“ปู” แจงทุ่มงบ 1.8 หมื่นล้านบาททำแผนรับมือน้ำท่วมปีนี้ สร้างระบบเตือนภัย-จัดการพื้นที่ต้นน้ำ
	Khaosod	22/01/12	“Phu” explained that a budget of Bt 1.8 trillion would be used to conduct a plan to tackle this year’s flood, build a warning system and manage the water source area.
2.	ไทยรัฐ	08/01/55	“วีระพงษ์-กิตติรัตน์” แจงแผนบริหารจัดการน้ำทางรายการ “รัฐบาลยิ่งลักษณ์พบประชาชน”
	Thairath	08/01/12	“Weerapon-Kittiratt” explained a water management plan broadcast on the “Prime Minister Yingluck Government Meets the People” program.
3.	ข่าวสด	26/12/54	นายก “ปู” ควง ดร. โกร่ง แจงแผนแก้ไขวิกฤตน้ำออกโทรทัศน์
	Khaosod	26/12/11	Prime Minister “Phu” together with Dr. Krong explained a plan to solve the water crisis on television.
4.	ข่าวสด	30/01/55	“ปู” ย้ำแผนจัดการน้ำชัด
	Khaosod	30/01/12	“Phu” insisted that the water management was clear.
5.	ไทยรัฐ	22/01/55	รัฐบาลแจงแผนแม่บทบริหารจัดการน้ำผ่านทีวีพูล
	Thairath	22/01/12	Government explained a master plan for water management on TV Pool.

No.	Newspaper	D/M/Y	Subhead
6.	ข่าวสด	28/01/55	“ปราโมทย์ ไม้กลัด” แนะนำรัฐบาลรีบตั้งศูนย์บริหารจัดการ วิกฤตรับมือน้ำท่วมได้แล้วตั้งแต่ตอนนี้
	Khaosod	28/01/12	“Pramote Maiklad” suggested the government speed up establishing a crisis management center to handle flooding from now on.
7.	ไทยรัฐ	12/12/55	กทม. ลุยแผนป้องกันน้ำแบบบูรณาการ
	Thairath	12/12/11	Bangkok forged ahead with a plan for the integrative flood prevention.
8.	เดลินิวส์	22/11/54	ส.ว. อัดสปก. บริหารน้ำห่วย
	Daily News	22/11/11	Senator condemned FROC for insufficient water plan management.
9.	ไทยรัฐ	23/01/55	“ปลอดประสพ” ย้ำชัด ห่วงน้ำท่วมมากกว่าน้ำแล้ง ซึ่ง ผู้ปฏิบัติยังมีแนวคิดเก่าๆ ในการบริหารจัดการน้ำ
	Thairath	23/01/12	“Plodprasop” stressed clearly he was more anxious about flooding than a drought and indicated practitioners still used an old concept for water management.
10.	เดลินิวส์	27/01/55	“สมิทธ ธรรมสโรช” ปูดหน้าฝนปีนี้ น้ำท่วมแน่ ชัดยังไม่ เห็นแผนการจัดการระบายน้ำของรัฐบาล
	Daily News	27/01/12	“Smith Dharmasaroj” disclosed that this year’s rainy season certainly contributed to the flooding, and denounced that he did not see a government’s plan for drainage management.
11.	ข่าวสด	26/12/54	“ปู” แจงแผนแก้วิกฤตน้ำ
	Khaosod	26/12/11	“Phu” explained a plan for a water crisis solution.

No.	Newspaper	D/M/Y	Subhead
12.	เดลินิวส์	12/12/54	“กิตติรัตน์” ย้ำแผนแม่บทบริหารจัดการน้ำใกล้เสร็จ การณ์ปีหน้าไม่ท่วมพื้นที่ ศก.
	Daily News	12/12/11	“Kittiratt” stressed that a master plan for water management was nearly complete and guaranteed that next year the economic zones will not be inundated.
13.	ข่าวสด	29/02/55	“ปู”ตั้งเพิ่ม 2 คณะกรรมการ ชุด “กนอช.” ทำแผนป้องกันน้ำท่วม “กบอ.” เป็นฝ่ายปฏิบัติ
	Khaosod	29/02/12	“Phu” appointed 2 more committees “NWRFPC” constructed a flood prevention plan and “WFMC” executed the plan.

Appendix E News Body

No.	Newspaper	D/M/Y	News Body
1.	เดลินิวส์	02/02/55	น.ส. ยิ่งลักษณ์ ได้เรียกประชุมคณะกรรมการบริหารจัดการน้ำเพื่อเตรียมเดินสายลงพื้นที่ต่างจังหวัดและเตรียมมาตรการบริหารจัดการน้ำทั้งระบบ
	Daily News	02/02/12	Ms. Yingluck summoned a committee to work on water management both to prepare for an upcountry area visit and a measure to manage the whole water system.
2.	เดลินิวส์	18/02/55	น.ส. ยิ่งลักษณ์ กล่าวขอบคุณชาวบางบาลที่เสียสละพื้นที่แก้มลิงรับน้ำ เพราะถือเป็นวิธีการที่ดีที่สุดที่เราจะสามารถบริหารน้ำได้อย่างมีระบบ
	Daily News	18/02/12	Ms. Yingluck thanked residents in Bang Ban district for devoting Kaem ling (monkey cheek) areas to retain water as it was the best way by which we can manage water systematically.
3.	เดลินิวส์	22/01/55	น.ส. ยิ่งลักษณ์ กล่าวว่า แผนแม่บทการบริหารจัดการทรัพยากรน้ำมีแนวทางการดำเนินงานที่สำคัญ 3 ด้าน
	Daily News	22/01/12	Ms. Yingluck said that a master plan for water resource management consisted of 3 main elements.
4.	ไทยรัฐ	22/01/55	รัฐบาลจึงได้ตั้งคณะกรรมการยุทธศาสตร์เพื่อวางระบบการบริหารจัดการทรัพยากรน้ำ (กยน.) ขึ้นมาเพื่อบริหารจัดการน้ำในอนาคต
	Thairath	22/01/12	Therefore, the government appointed the Strategic Committee for Water Resources Management (SCWRM) for future water management.

No.	Newspaper	D/M/Y	News Body
5.	เดลินิวส์	27/01/55	จวกไทยมีหน่วยงานบริหารจัดการน้ำกว่า 20 หน่วยงานมากที่สุดในโลก แต่ไร้เอกภาพ แยกกันอยู่คนละหน่วยงาน
	Daily News	27/01/12	It was denounced that although Thailand had more than 20 agencies in the world for water management, it appeared that there is no unity among them, and the agencies did not cooperate with each other.
6.	เดลินิวส์	04/02/55	น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรี กล่าวว่า ในสัปดาห์หน้า ตนจะลงพื้นที่ต่างจังหวัดเพื่อดูการแก้ไขปัญหาและการบริหารจัดการน้ำ
	Daily News	04/02/12	Prime Minister Ms. Yingluck Shinawatra said that next week she will visit upcountry areas to solve problems and manage water.
7.	ไทยรัฐ	07/01/55	ที่ประชุมได้มีการพิจารณาเร่งรัดการจัดการทำแผนแม่บทบริหารจัดการทรัพยากรน้ำ แผนปฏิบัติเพื่อบรรเทาปัญหาอุทกภัยระยะเร่งด่วน
	Thairath	07/01/12	The chamber considered to accelerate both a master plan to manage water resources and an action plan to relieve flood problem during the urgent-period.
8.	ไทยรัฐ	07/01/55	นายกรัฐมนตรีได้ให้กย. เร่งรัดจัดทำแผนทั้ง 8 ด้านให้แล้วเสร็จโดยเร็ว
	Thairath	07/01/12	The premier had SCWRM urgently process the 8 plans.

No.	Newspaper	D/M/Y	Body of the News
9.	เดลินิวส์	08/02/55	เมื่อเวลา 13.30 น. วันที่ 7 ก.พ. ที่ทำเนียบรัฐบาล น.ส. ยิ่งลักษณ์ ชินวัตร นายกรัฐมนตรีให้สัมภาษณ์ภายหลังเป็นประธานการประชุม ครม. ว่าที่ประชุม ครม. ให้ความสำคัญเห็นชอบแผนการเดินสายลงพื้นที่เพื่อติดตามแผนบริหารจัดการน้ำ (ทัวร์นกกแก้ว) ในระหว่างวันที่ 13-17 ก.พ. แล้ว
	Daily News	08/02/12	1.30 pm, on Feb 7, at Government House, the premier Ms. Yingluck Shinawatra was interviewed after presiding at a cabinet meeting. The cabinet agreed upon a field trip to keep track of the government's water management plan (Flood Tour) from Feb 13-17.
10.	เดลินิวส์	02/02/55	กรมชลประทานขอให้แต่งตั้งคณะทำงานจัดทำแผนการบริหารจัดการน้ำเขื่อนเก็บกักน้ำหลักและแผนบริหารจัดการน้ำของประเทศประจำปี2555
	Daily News	02/02/12	The Royal Irrigation Department suggested appointing a working group to conduct both a plan for dyke restoration management and to plan for the 2012 national water management.
11.	ไทยรัฐ	12/12/54	กทม.จะเร่งฟื้นฟูเยียวยาผู้ประสบอุทกภัยในทุกมิติอย่างรวดเร็วพร้อมวางระบบบริหารจัดการน้ำท่วมและลดความสูญเสียของ กทม. ในอนาคต
	Thairath	12/12/11	Bangkok will accelerate the relief and rehabilitation of flood victims in all dimensions, install a water management system as well as decrease losses in Bangkok in the future.

No.	Newspaper	D/M/Y	Body of the News
12.	ข่าวสด	18/02/55	เมื่อเวลา 14.30 ที่ศาลาว่าการกทม. ร.ม.ว. สุขุมพันธุ์ กล่าวถึงการประชุมแก้ปัญหาอุทกภัยร่วมกับนายกฯว่า แผนงานของรัฐบาลเริ่มชัดเจนขึ้น ทำให้กทม. ดำเนินการในพื้นที่ได้เต็มที่
	Khaosod	18/02/12	2.30 pm, at the Bangkok Metropolitan Administration Office, M.R. Sukhumbhand talked about the meeting with the premier's flood solution that the government's plan became clearer. This made Bangkok fully operate concerned areas.
13.	เดลินิวส์	28/01/55	กฟผ.ขอยืนยันว่าการบริหารจัดการน้ำมีการดำเนินการอย่างรอบคอบ โดยคณะกรรมการฯและคณะทำงานฯ ที่เกี่ยวข้อง
	Daily News	28/01/12	The Electricity Generating Authority of Thailand (EGAT) confirmed that the water management was operated carefully by the subcommittee and working group concerned.
14.	เดลินิวส์	29/12/54	ที่ทำเนียบรัฐบาล เวลา 13.30 น. วันที่ 27 ธ.ค. นายกิตติรัตน์ วัฒนอง รองนายกฯและรมว. พาณิชย์ แถลงผลการประชุมครม. ว่าที่ประชุมเห็นชอบในหลักการเตรียมการด้านเงินเพื่อการลงทุนวางระบบบริหารจัดการน้ำและสร้างอนาคตประเทศ
	Daily News	29/12/11	Government House, at 1.30 pm, on Dec 27, Deputy Prime Minister and Commerce Minister Kittiratt Na-Ranong announced the results of the cabinet meeting that the preparation of financial investment packages on a water management system and future country construction were approved by the cabinet.

No.	Newspaper	D/M/Y	News Body
15.	เดลินิวส์	22/01/55	เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล น.ส.ยี่งลักข์ ชินวัตรในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยน.) นายปีติพงษ์ พึ่งบุญ ณ อยุธยา นายกิจจา ผลภาษี กรรมการกยน. นายอาคม เดิมพิทยาไพสิฐ เลขาธิการสภาการพัฒนาเศรษฐกิจและสังคมแห่งชาติ ร่วมแถลง “แผนแม่บทการบริหารจัดการทรัพยากรน้ำ”
	Daily News	22/01/12	10.30 am, on Jan 20, at Government House, Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), together with SCWRM’s committee members Pitipong Phuengboon Na-Ayutthaya and Kitja Ponpasiand the Secretary of the National Economic and Social Development Board, Akom Termittayapaisit announced a “Master Plan for Water Resource Management”.

No.	Newspaper	D/M/Y	News Body
16.	ข่าวสด	22/01/55	<p>เมื่อเวลา 10.30 วันที่ 20 ม.ค. ที่ทำเนียบรัฐบาล น.ส.ยิ่งลักษณ์ ชินวัตร ในฐานะประธานคณะกรรมการยุทธศาสตร์เพื่อวางระบบบริหารจัดการทรัพยากรน้ำ (กยช.) แถลงแผนแม่บทการบริหารจัดการน้ำของรัฐบาลอย่างยั่งยืนเพื่อป้องกัน บรรเทา ลดผลกระทบในอนาคต และสร้างความเชื่อมั่นให้ประชาชน เอกชน เกษตรกร ธุรกิจ อุตสาหกรรม</p>
	Khaosod	22/01/12	<p>10.30 am, on Jan 20, at Government House, Ms. Yingluck Shinawatra, as president of the Strategic Committee for Water Resource Management (SCWRM), announced the government's master plan for sustainable water management in order to prevent, relieve and decrease future effects as well as build confidence in public and private sectors together with agricultural, business and industrial sectors.</p>

Appendix F Persons' Names Mentioned in This Thesis

ชื่อ-สกุล (Name-Surname)	ตำแหน่ง (Position)
1. ปราโมทย์ ไม้กลัด Pramote Maiklad	- อดีตอธิบดีกรมชลประทาน (Former Director of Royal Irrigation Department) - อดีตผู้อำนวยการสำนักงานคณะกรรมการทรัพยากรน้ำแห่งชาติ (Former Director of the National Water Resources Committee Office)
2. กิตติรัตน์ ณ ระนอง Kittiratt Na-Ranong	- รองนายกรัฐมนตรีในรัฐบาลของนางสาวยิ่งลักษณ์ ชินวัตร (Deputy Prime Minister in Yingluck Shinawatra's Government) - รัฐมนตรีว่าการกระทรวงการคลัง (Minister of Finance)
3. ปลอดประสพ สุรัสวดี Plodprasop Suraswadi	- รองนายกรัฐมนตรีในรัฐบาลของนางสาวยิ่งลักษณ์ ชินวัตร (Deputy Prime Minister in Yingluck Shinawatra's Government)
4. วีรพงษ์ รามางกูร (ดร. โกร่ง) Veerapong Ramangkul (Dr.Krong)	- ประธานคณะกรรมการยุทธศาสตร์เพื่อการฟื้นฟูและสร้างอนาคตประเทศ (กยอ.) ในรัฐบาลของนางสาวยิ่งลักษณ์ ชินวัตร (Chairman of the Strategic Committee for Reconstruction and Future Development (SCRF) in Yingluck Shinawatra's Government)
5. สมิทช ธรรมสโรช Smith Thammasaraj	- ประธานกรรมการมูลนิธิสภาคเตือนภัยพิบัติแห่งชาติ (Committee Chairman of National Disaster Warning Center) - อดีตผู้อำนวยการศูนย์เตือนภัยพิบัติแห่งชาติ (Chief of Flood Relief Operation Center) - อดีตอธิบดีกรมอุตุนิยมวิทยา (Former Chief of Thailand's Meteorological Department)

BIOGRAPHY

NAME

Suhada Heembenson

ACADEMIC BACKGROUND

Bachelor Degree in English
Prince of Songkla University,
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