



**A SPEECH ACT ANALYSIS ON KHAOSOD ENGLISH
FACEBOOK STATUS UPDATES FOR THE THAI
ELECTION CAMPAIGN IN 2023**

BY

IYARIN THUPKET

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF ARTS IN CAREER ENGLISH FOR
INTERNATIONAL COMMUNICATION
LANGUAGE INSTITUTE
THAMMASAT UNIVERSITY
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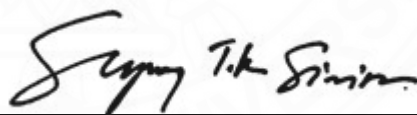
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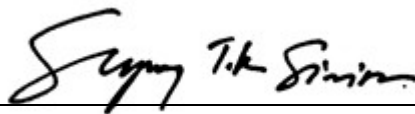
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ABSTRACT

This independent study aims to investigate the types of speech acts and communicative functions used in the Facebook status updates posted in “Khaosod English” during the 2023 general election campaign in Thailand. From May 1 through May 10, 125 status updates were reviewed, and 78 total political status updates were used for analysis and measurement. The content will be investigated by a qualitative research approach to indicate important words, combined with a quantitative research approach to examine the frequency of language use. The fundamental theoretical framework to be used is the speech act theory by John R. Searle. According to the findings, there are five different speech act categories that can be identified in political status updates on this online platform, namely assertive, declarative, directive, commissive, and expressive respectively. Moreover, each speech act is divided into the criteria of communicative functions. For example, a commissive speech act could play the function of vowing and promising.

Keywords: Speech Act Theory, Illocutionary Act, Status Update

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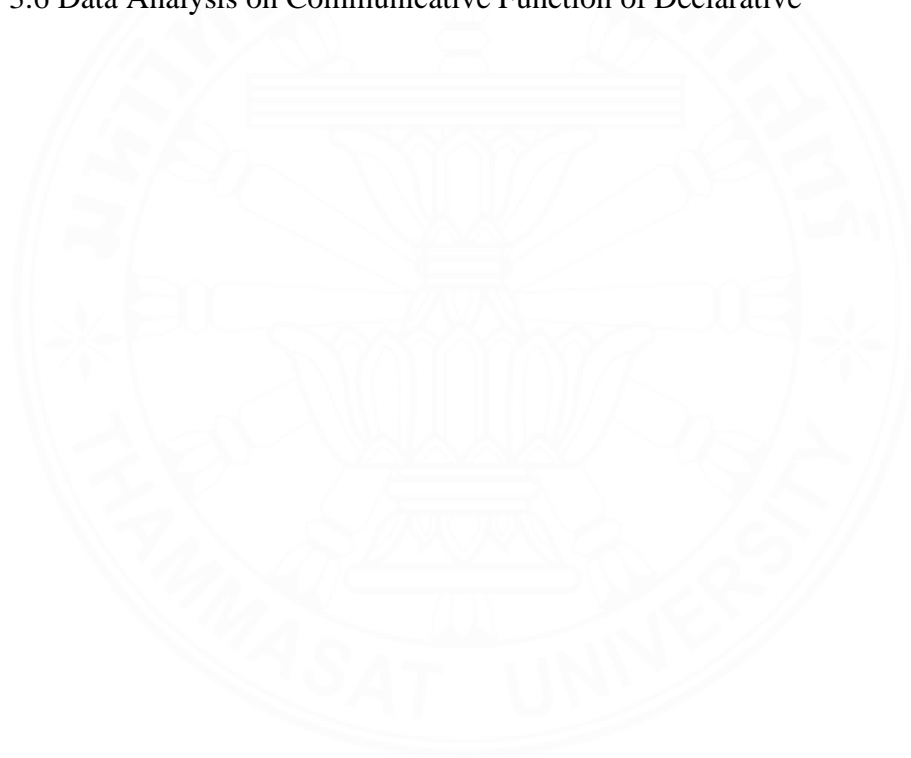
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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Language is a tool that humans utilize to communicate in order to survive in a society. Basically, it is a means of conveying ideas or thoughts through the four skills of listening, speaking, reading, and writing, which are connected to knowledge, understanding, and various feelings within the minds of the receiver. Language, therefore, greatly affects the receiver from a variety of perspectives. During this communication, it is the phenomenon of speech acts that are considered a conversation between the sender and receiver. However, effective communication is frequently more difficult than it seems. Articulation plays an important role rather than the sender's ideas or thoughts when using language. As a result, miscommunication tends to occur, which may have happened from the sender's inability to adequately express their intended ideas and thoughts, or the receiver's inability to interpret the utterance's underlying meaning. In order to prevent this misunderstanding, a thorough understanding of the language will allow a clearer and greater comprehension of the communicative purposes.

The study of language meaning was originally started by linguists, who were interested in the meaning of words. Later, philosopher John L. Austin introduced a new concept of language, which is known as the speech act theory, in his book *How to Do Things with Words* in 1962. He believed that senders use language not only to communicate but also to perform actions. Thus, the conversation always begins with a certain purpose, such as asking for information or stating for criticizing, etc. Due to the effect of literature in that era on ritual language, most of the data for his research came from this source. Meanwhile, this concept was refined by the renowned American philosopher John Rogers Searle, who questioned how words connect to the world in his book *Speech Acts: An Essay in the Philosophy of Language* in 1969. His theory still carried on Austin's original idea while expanding the range of data to make it more practical. Searle paid more attention to data from actual life, whereas Austin's study frequently concentrates on data collection from ritual language. Therefore, the speech

act theory developed by Searle gained popularity. Generally, the data of speech acts from actual life could be found in all linguistic contexts such as entertainment or news, education, or even politics, which required the technical terms or specific sentence structures to carry on the effective communication and avoid the misunderstanding. As a result, it is crucial to choose the appropriate language when communicating in each context.

Our daily lives depend heavily on advertising as a part of communicating by using languages. According to Arens (n.d.), advertising is the impersonal dissemination of information about goods, services, or concepts to several target receivers through a variety of media such as radio, television, or even social media. It mostly impacts how we think, how we feel, and how we interact with the environment. Thus, language and advertising offer the same concept that reflects the sender's thoughts or identity while influencing the receiver's attitudes toward the subject. It couldn't be denied that these two components play an important role in the field of politics. Governments or politicians tend to use language to transfer their identity or thoughts with intentions or implications in order to promote their completed tasks and themselves for increasing their credibility.

One of the most famous political events using language to advertise is the election campaign. Candidates use language in fostering social awareness and acceptance. They consider languages as labels or indicators to describe their identities. For example, a successful politician like Barack Obama is always concerned about the pre-speech language. He himself prepared, organized, checked, and practiced his speech act in order to connect with people, including persuading others to follow his thoughts. Due to its potential, most Thai candidates use language when campaigning to win.

There are numerous news organizations promoting the election campaign for the Thai prime minister through various media such as television and campaign poster. However, social media has emerged as one of the most widely used platforms since it is so accessible every day and every time. Facebook has become one of the most widely utilized social media platforms of the twenty-first century that is used to communicate a variety of fundamental information as well as to highlight our events, activities, and accomplishments. On Facebook, status updates and comments are the primary means

of communication that users use to express their thoughts and knowledge at any age. This platform initially appears to be used for informal communication, such as keeping friends and family updated on everyday activities, but nowadays other official news channels also use Facebook to disseminate information. General users can view news information on Facebook's official news pages that regularly update their statuses with more than five updates each day. As a result, Facebook has recently emerged as another important medium for disseminating election-related information.

Under the Matichon Publishing Group, Khaosod has a populist style with 950,000 copies a day. Khaosod continues to be interested in political and social issues, despite publishing numerous features on crimes, local affairs, and entertainment. Thus, it is currently the third-bestselling newspaper in Thailand. Likewise, the number of visitors to the newspaper's online edition increased by 98% in 2010. Due to the growth of the online version, Khaosod decided to launch another English-language online news channel named Khaosod English on April 9, 2013. It was founded by well-known staff writers and editors named Pravit Rojanaphruk and Teeranai Charuvastra. Compared to Khaosod, this newly launched online news has a more specialized readership with about 200,000 readers each month. Due to the continual growth of this English-language online news, the languages tend to be interesting to research.

When considering the Facebook status updates regarding the election campaign, the researcher found that each utterance spoken by candidates mostly contains intentions or implications, which is in accordance with Searle's speech act theory. Thus, the researcher intends to analyze the speech act occurring on Facebook status updates on Khaosod English based on Searle's speech act theory in order to investigate the intentions or implications, including communicative functions in the period before the general election on May 14th, 2023.

1.2 Research Objectives

1) To investigate the types of speech acts found in the status updates on "Khaosod English" Facebook during the election campaign before Thailand's general election in 2023.

2) To analyze communicative functions in accordance with the type of illocutionary act found in the status updates on “Khaosod English” Facebook during the election campaign before Thailand’s general election in 2023.

1.3 Research Questions

1) What types of speech acts do the writers use in the status updates on “Khaosod English” Facebook during the election campaign before Thailand’s general election in 2023?

2) What purposes do writers intend to convey in the news through status updates on “Khaosod English” Facebook during the election campaign before Thailand’s general election in 2023?

1.4 Definitions of Key Terms

1.4.1 Khaosod English

The English-language division of Khaosod is a news website called Khaosod English. It was established on April 9, 2013, and the Union of Catholic Asian News has referred to it as “a beacon of independent media in Thailand” due to its liberal viewpoint and criticism of the 2014 military regime. Pravit Rojanaphruk, a prominent staff writer, and Teeranai Charuvastra, the de facto editor, are among its employees. With roughly 200,000 readers each month, Khaosod English has a more narrowly focused readership than its parent.

1.4.2 Facebook Status Update

Facebook is one of the favored social networking sites where users receive information (Sotillo, 2012). This application is highly appealing and may have a huge impact on regular users. Basically, it is a platform that allows users to engage and communicate with one another as well as share information and develop cooperative relationships (Rohmadi, 2016). There is a great amount of diverse information available on every day and contentious topics. Users are enabled to share their thoughts and opinions on their accounts including commenting on the status updates of other users who discuss similar subjects. In addition, some of them occasionally present the news or issues without adding any commentary or captions.

Facebook status updates are written utterances of no longer than 60,000 characters. The researcher intends to be primarily concerned with messages with characteristics and numbers while leaving hashtags, emojis, or pictures behind.

1.4.3 Speech Act Theory

Austin (1962) and Searle (1979) defined a speech act as a basic unit of linguistic communication that enables people to start interacting within the framework of society. In communication, a speech act will be occurring between at least two people who are the addresser and addressee (Das, 2005).

1.5 Scope of the Study

This study only involves the English-language online news on the Khaosod English Facebook page which is conducted by Pravit Rojanaphruk and Teeranai Charuvastra. Due to the importance of the 2023 Thailand election, the primary focus of the current study is particularly the field of politics in the time period of 10 days before the general election on May 14th, 2023. The status updates will be analyzed based on Searle's speech act theory (1979), which categorized speech acts into five categories: assertive, directive, commissive, expressive, and declarative. Additionally, the communicative function is applied to classify the news status updates into distinct functions. Assertive statements, for instance, can be categorized as saying, stating, concluding, summarizing, reporting, or even criticizing. As a result, all political topics were covered in the news status updates on the "Khaosod English" Facebook page, which was analyzed by Searle's speech act theory.

1.6 Significance of the Study

The present study aims to shed light on the matter through an analysis of speech acts on Thai online news in the period before the Thailand general election in 2023. Due to this research's intent to look at speech act types as well as communicative functions, the researcher expected that the finding of this research would be directly beneficial to Thai news writers to improve their English-language online news. They will be able to learn how to write a message along with conveying their intentions, for example, *Doi Suthep mountain in Chiang Mai City is no longer visible Tuesday*

morning due to air pollution from the forest fire. –this statement is considered as assertive for telling the truth; however, it is also a warning under the expressive statement. In addition, it is a great example for learners who intend to be writers in the future to learn the way of news writing from Khaosod English. With its findings, therefore, it tends to be a part of any training course related to how to write online news in English both in educational institutions and workplaces. Most writers are required to understand the value of language, which includes both linguistic forms and purposes. If the sender can deliver the message and the intentions, then the receiver may comprehend and understand the core idea, and communication is effective.

1.7 Organization of the Study

This research study consists of five chapters, references, and appendixes. The five chapters consist of an introduction, a review of the literature, methodology, results and discussion, and conclusions.

Chapter 1 is the introduction containing the background of the study, the research objectives, the research questions, the definition of key terms, the scope of the study, the significance of the study, and the organization of the study.

Chapter 2 provides a review of literature related to the current study, which consists of speech act theory – Austin’s and Searle’s – political communication theory, and related research on speech act analysis in an analysis of political news or contents both offline and online.

Chapter 3 describes the research methods used for this study. It highlighted the selection of materials used in the study, procedures, and data analysis.

Chapter 4 addresses the results and discussions of the study.

Chapter 5 describes the conclusions, implications, and recommendations for further research.

CHAPTER 2

REVIEW OF LITERATURE

To understand the aspects of English languages used on online news on Facebook status updates “Khaosod English”, this chapter reviews the literature in three main areas along with a summary.

2.1 Speech act theory

2.1.1 Austin’s speech act theory

2.1.2 Searle’s speech act theory

2.2 Political communication theory

2.3 Review of related studies

2.1 Speech Act Theory

Despite being developed by the Austrian philosopher Ludwig Wittgenstein, Speech Act Theory is frequently credited to J.L. Austin., the philosopher from Oxford. In the late 1930s, he initially developed his basic idea that a speech act is an uttering of a sentence that leads to action (1962). After his death, Austin’s theory was refined, systematized, and expanded upon by his Oxford student, John R. Searle. According to Searle (1979), a speech act is not only the basic or minimal unit of linguistic communication that enables people to start interacting with others, but it also takes place within the framework of society. Furthermore, Das (2005) defined a speech act as a situation when at least two people use language to communicate in accordance with their intentions or implications: the addresser and addressee. The addresser is an individual who is the source of the messages. It would be their duty to ensure that the intention or the implication of their message is understood by the addressee. On the other hand, the addressee is referred to as the receiver who is responsible for interpreting and responding appropriately. The addressee’s reaction depends on the addresser’s ability to convey their message with intentions. As a result, it might be concluded that speech act is the study of how utterances of sentences convey meaning in accordance with the addresser’s intention within the context of social interaction.

2.1.1 Austin's Speech Act Theory

According to Austin (1962), a speech act was defined as an utterance of a sentence that prompts an action, as summarized by analyzing data from the ritual language instead of language in daily life. He divided the speech acts into 2 types as follows:

1) Constative Constative is a speech act used to express the truth or facts about something. With its fixed meaning, it can evaluate the speech act in light of the actual situation and determine if it is true or false. For instance, I'm moving to Brisbane tomorrow. This statement could be evaluated as a fact if the situation occurs. In the meantime, if it turns out that you are not actually moving to Brisbane tomorrow, the statement may also be untrue. Therefore, if the receiver cannot perceive or access the actual condition, it may be difficult to evaluate the fact by using only this speech act type.

2) Performative Performative is a speech act that is not only considered as conveying the meaning but also leading to actions. For example, when a man asks his girlfriend for a prom night date and she says, "I will". This utterance not only conveys the meaning of accepting the invitation to her boyfriend but also leads to the action that she will go on a prom night date with him. This speech act is divided into two types: Explicit performative and Primary performative.

2.1) Explicit performative is a speech act that obviously leads to actions. A sender will use direct verbs in order to directly convey their intentions to the receiver such as "promise," "warn," "tell," and "request" which have clear meanings. As a result, the receiver does not have to fully comprehend the message's meaning. Following the sender's intentions seems more assured than not.

2.2) Primary performative is a speech act that ambiguously expresses the meaning by employing indirect verbs in order to lead to the action. Due to its indirect meaning, the receiver must interpret the messages by themselves. In addition to verbal language, non-verbal language might play an important role when interpreting this

indirect meaning, such as the gestures of the face or eye-contacting to recognize the actual intentions. For example, I'm not going to make the same mistake twice. This is the idea of making a commitment; however, the term "promise" is not used in the sentence. Thus, this utterance expresses the meaning with ambiguity.

To conclude the types of performative speech acts, the tendency to use primary performative or explicit performative depends on the intentions. It is undeniable that using the explicit performative rather than the primary performative could increase the receiver's trust or confidence in the message. The reliability of a direct message as an explicit performative is higher. However, the primary performative can be more appropriate if the sender merely intends to provide the receiver with the clue. It might relate to the culture or tradition in which a primary performative is a more polite message than an explicit performative. As a result, depending on the sender's objectives, both explicit performative and primary performative offer varying benefits and drawbacks.

Austin (1975, cited in Paulina González Lagos, 2017) further pointed out that without taking into account the outcome of the activity, including whether it was successful or not, such claims cannot be regarded as true or false. Only when it is uttered under the proper conditions can the phrasing be effective, which is called "Felicity Conditions". Its criteria are as follows:

1) Preparatory Condition Preparatory condition refers to the elements of the person and circumstance that must be appropriate. This tradition should be considered by both sender and receiver in order to proceed to the next step of the procedure and outcome.

2) Execution Condition Execution condition refers to the steps in the procedure that must be precise and comprehensive because each step of the procedure possibly affects the receiver's interpretation and the sender's intentions.

3) Sincerity Condition Sincerity condition refers to the person, which includes both senders and receivers. They must have proper ideas and feelings with precise intentions in order to have effective communication.

4) Fulfillment Condition Fulfillment condition, which comes after preparatory conditions, execution conditions, and sincerity conditions, refers to the outcome once the procedure has a certain and proper effect. Thus, the outcome in this condition is when the receiver involved must follow the message from the sender.

According to Austin's speech act theory, each of the four conditions—preparation, execution, sincerity, and fulfillment—which are related to person, process, and environment—should be met as a “speech act”. In addition to these conditions, the speech act needs to occur in accordance with the next three levels of speech acts as criteria:

1) Locutionary act Locutionary act is the articulation of words that are full of meaning, which consists of sound production (phonic act), linguistic expression (phatic act), and speech act context. These three elements are related to both spoken and written languages. Written languages must take into account the linguistic form, which may be at the word or sentence level, whereas spoken languages must take into account voices and gestures in addition to the messages. For example:

Locutionary act: Please leave the door open.

Locutionary force: Say something or write something.

2) Illocutionary act Illocutionary act is the purpose of the sender when uttering words (from locutionary act) such as accusation, apology, reprimand, congratulation, permission, joking, scolding, name, promise, command, refusal, swearing, thanking, etc. This type of speech act is also applicable in written and spoken messages. For example:

Illocutionary act: Please leave the door open.

Illocutionary force: Requesting.

3) Perlocutionary act Perlocutionary act is the impact of the speech act on the receiver. It is when the message from the sender affects the receiver in actions, attitudes, or thoughts. Therefore, if the message directly and correctly leads to the action or

convinces the mindsets, this perlocutionary act might be a clear solution or proof for effective communication.

Perlocutionary act: Please leave the door open.

Perlocutionary force: The sender would leave the door open.

In addition to the conditions and the level of speech acts, Austin (1975, cited in Paulina González Lagos, 2017) proposed five types of speech acts as follows:

1) Verdictive Verdictive is speech acts that the sender intends to decide, judge, predict, calculate, estimate, answer, convict, understand, analyze, etc.

2) Execrative Execrative is speech acts arising from the use of power, right, or influence, such as levy, nominate, choose, claim, pardon, bequeath, give, resign, warn, advise, plead, etc.

3) Commissive Commissive is speech acts promising or certifying that the sender intends to do something such as promise, covenant, contract, undertake, purpose, bet, vow, etc.

4) Behabivitive Behabivitive is speech acts related to social behaviors and attitudes, such as deplore, commiserate, compliment, condole, congratulate, sympathize, dare, defy, protest, challenge, etc.

5) Expositive Expositive is speech acts discussing the communication, such as deny, correct, claim, affirm, state, disclaim, declare, suggest, guess, hypothesis, conjecture, etc.

2.1.2 Searle's Speech Act Theory

John R. Searle – Austin's Oxford student – refined and expanded Austin's speech act theory by gathering and analyzing the different data changes from ritual language to daily language. He noticed that a particular intention of the sender has always been conveyed with speech acts in everyday life. As a result, three elements will

happen when communicating: the utterance act, propositional act, and illocutionary act (Searle, 1979).

1) Utterance act Utterance act is the act of speaking since the utterance of a single sound may be a word, phrase, or sentence. It is the articulation that the sender speaks out to convey their speech acts.

2) Propositional act Propositional act refers to the literal meaning of the speech act. It is the act of presenting references and predicates. The sender will predict some acts in the future by analyzing the references.

3) Illocutionary act

Illocutionary act is the act of presenting messages by using words to express intentions such as asking, ordering, requesting, etc., which can be divided into five types:

3.1) Assertive is an illocutionary type referring to a statement that transmits ideas based on propositional content connected to real-world facts. This type needs the sender to show the ability to openly express one's thoughts and feelings based on honesty (to oneself and the addressee), appropriate (to the situation), respect (to one another), and directness (righteous). For example, when people discuss a situation in the world to make an assertion, draw a conclusion, describe something, or make a representation. Searle cited examples of verbs used in this category of speech acts including "say", "remind", "assert", "describe", "criticize", "hypothesis", etc. In addition, he pointed out that the majority of these terms are also found in Austin's speech act theory of the verdictive and exposition types.

3.2) Directive is a statement to compel a receiver to take action, such as ask, order, question, or request. However, each speech act in the previous example is different in the level of intentions. For instance, a sender who commands the receiver will have higher level intentions than someone who merely requests that the receiver do what they have requested.

3.3) *Commissive* is a statement that carries the purpose of committing to a certain course of action in the future. People may refuse, promise, threaten, offer, intend, etc. Therefore, the sender who uses this speech act type directly transfers his or her intention to the receiver.

3.4) *Expressive* is a statement that demonstrates a person's emotional condition such as apologizing, thanking, welcoming, or congratulating. This speech act type might be categorized as the most sensitive speech act, which is in contrast to the assertive speech act. It is connected to the sender's attitudes rather than considering the facts. The speech act for expression could be both positive and negative; therefore, expressive speech act tends to impact the receiver. Adjectives and adverbs would be the words most used in this type in order to let the receiver agree with the sender.

3.5) *Declarative* is a statement intended to make an effort to alter the world by portraying it in a certain way, such as declaring war, granting a blessing, terminating employment, etc. Therefore, the words used in this type would be more formal.

However, not every speech act is able to be considered a speech act because other factors or elements occur when communicating both in spoken and written languages. Therefore, Searle (1979) proposed a felicity condition, which is used for describing the proper state of speech act communication. Its criteria are as follows:

1) Preparatory Condition Preparatory condition refers to the basic rules that can be criteria to categorize the speech act type.

2) Proposition Content Condition Proposition content condition refers to the specific rules for the content of a communication, which consists of a subject and a predicate. As for verbs, they must express time while communicating.

3) Sincerity Condition Sincerity condition refers to the person, which includes both senders and receivers. They must have proper ideas, feelings, and intentions in

order to have effective communication. If the sender lacks sincerity, that speech act will not be successful.

4) Essential Condition Essential condition refers to the specific rule that the sender must attempt to achieve the goal of conveying the messages with their intention or implication. The outcome will be successful once the process has a certain and proper effect in accordance with the preparatory condition, propositional content condition, and sincerity condition. Thus, the next step would be the step that the person involved must follow the message from the sender.

As can be seen from all previous theories related to speech act theory, it seems the scope of the speech act from Austin and Searle's theory would consider languages, persons and personal relationships, the effect of messages, or even process, procedure, and environment. However, Searle's theory became more popular due to the data sources. He primarily investigated and analyzed language from daily use while Austin studied the ritual language. Therefore, the research result and the concept of speech act theory were different.

Speech acts become an interesting theory in analyzing speech acts in most fields of society, especially the election campaign since the candidates have clear purposes for communication. They definitely intend to convey their policies and identities to the voters to be aware of and agree with them. Therefore, most candidates carefully select their speeches with their intentions in order to be successful.

2.2 Political Communication Theory

Innovative changes to political party campaigning strategies across the democratic world, involving determined, high-profile, well-funded, and strategically targeted efforts to convey their agendas to voters through the mass media, serve as a significant impetus to specific communication. This communication is for establishing a connection or relationship between the government and the people, which is called "Political Communication".

Denton and Woodward (1990) defined political communication as a discussion about the allocation of public resources, public authorities, and government actions,

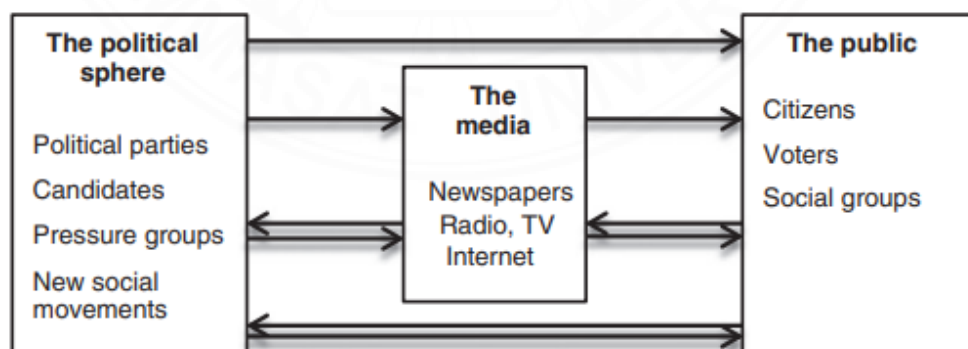
which influence the political environment. According to Mcniar (2017), political communication is purposeful political communication, which includes the following issues:

1. All forms or channels of communication by politicians or other political actors for certain purposes.
2. All forms or channels of communication from non-politician actors, such as voters, or journalists.
3. All forms or channels of communication involving actors in items 1 and 2 and their activities in news reports, editorials, and other forms of media coverage relating to political discussions.

From all previous definitions, it could be concluded that political communication is a tool for relaying information regarding governments or other political actors' activities, movements, or discussions. It is generally accepted to be centered on interactions between political actors, the media, and citizens that are aimed at persuading the citizens to agree with their beliefs. In addition to general political information, its contents also include policies and the ideology of politicians used by candidates in the period of election campaigns.

Figure 2.1

The Political Communication Process, by Jensen (2018)



As seen in Figure 2.1, which was adapted from Jensen (2018), it has demonstrated the connection between political communication and the media by using language to represent the identities of the politicians. The political spheres refer to the sender in comparison to the speech act theory whereas the general public refers to the

receiver. The media serves as a vehicle or setting for language use with the senders' intention. The political communication process is therefore similar to the speech act procedure.

2.3 Related Studies

2.3.1 Speech Acts in Patriotic Songs Composed by Thailand's Prime Minister Prayut Chan-ocha

Laongpol (2020) conducted a study of speech acts in patriotic songs composed by Thailand's Prime Minister Prayut Chan-ocha. This study intended to evaluate and pinpoint the illocutionary speech acts in patriotic songs written by General Prayuth Chan-ocha, Thailand's 29th Prime Minister and former head of the Royal Thai Army. After months of violent public protests against the elected government of the previous Prime Minister Yingluck Shinawatra, he took control on May 22, 2014. Ten of his songs were released over the course of his five-year tenure as premier, serving as a means of connecting with the entire country. The speech act types, and their functional characteristics found in the songs are analyzed using a descriptive-qualitative research methodology. The quantitative approach is utilized to explore the most common speech act type. According to its findings from a total of 90 utterances, four different types of speech acts based on Searle's theory are used in the songs, which are expressive, directive, representative (assertive), and commissive acts. The only missing speech act is the declarative one. Directives, commissive, and expressive are the most common speech act used in the songs, after representatives. The researcher indicated that representatives have the functional aspects of stating, asserting, and describing while directives have the functional aspects of ordering, requesting, persuading, questioning, and prohibiting. In addition to the two speech acts of representative and directive, commissive has the functional aspects of promising, vowing, and offering; and expressive has the functional aspects of expressing love, determination, desire, hope, and exhaustion.

2.3.2 Speech Acts of General Prayuth Chan-Ocha In “Returning Happiness to the People” Program

Bunnag (2017) conducted a study of the speech acts of General Prayuth Chan-ocha in the “Returning Happiness to the People” program. This study aims to investigate the speech act genres and frequency in the program “Returning Happiness to the People,” as well as its content. It is completed by compiling data from 12 segments of the program’s broadcast films, which are then translated into words for a total of 82,408 words. The definition of technical terms and significant indicative words is determined through content analysis employing a conceptual framework. The speech acts hypothesis of John R. Searle is used to investigate. The research result reveals that the “Returning Happiness to the People” program has seven content groups, which consist of (1) politics and governance, (2) economy, (3) foreign affairs, (4) development of the quality of life, (5) supervision of criminal issues, (6) education, religion, and arts and culture, and (7) handling of the environment and natural resources. In addition, the researcher found that there are four different categories of speech acts, according to research on speech act genres. They are the expression, binding, guidance, and remark groups. Statement group is one of the speaking acts that is missing from the "Returning Happiness to the People" program.

2.3.3 Speech Acts and Language Strategies Used in Electioneering Posters of the Election in 2011

Phuengchangam (2011) studied speech acts and language strategies used in electioneering posters of the election in 2011. This study’s objectives are to look at the persuasion tactics employed in electioneering materials for the 2011 election and to investigate the relationships between speech acts and persuasion tactics. The data were gathered from 150 election-related posters totaling 180 utterances. Based on Searle’s theory of speech acts, five illocutionary acts were identified: assertive, directive, commissive, expressive, and declarative. Additionally, the framework for language strategies developed by Kanokphan Khamwongpin was used to examine the connection between speech acts and persuasion tactics. The findings’ speech acts were categorized into four categories: commissive, direction, assertive, and expressive respectively. The speech acts of promising, requesting, and persuading were the three that were most

commonly found. There were determined to be twelve language methods for persuasion. The results showed that all six strategies—rewards appeal, the language of unity, candidate profiles, the party's campaign, asking for a chance, and slogan—were used while altruism, comedy, emotional appeal, suggestion and caution, intensifying idioms, and other six methods were also discovered. Three linguistic tactics that were most frequently seen are reward appeal, party's campaign, and asking for a chance associated with the frequency and usage of each strategy.

2.3.4 A Study on Speech Acts on Outdoor Media for Candidates Running for Governor of Bangkok 2004

Keioma (2008) studied speech acts on outdoor media for candidates running for governor of Bangkok in 2004. The purpose of this research is to classify the speech acts taxonomy used by candidates for governor of Bangkok in 2004 in their outdoor campaign materials. Studying the candidates' overt and covert speech acts as they appeared in outdoor campaign media was another goal. From August 10 to August 28, 2004, outdoor campaign media was where the data for this study was gathered. A total of 162 utterances from 113 different pieces of outdoor media were gathered. From the data collected, four different types of speech acts were discovered. Commissive was the first and involved promising and proposing oneself. The second type of instruction included requests, suggestions, persuasion, invitations, and challenges. Assertiveness that provided information came in third. The final group of expressive sent a warning. According to the study's findings, direct speech acts outnumbered indirect speech acts. In addition to the candidate's illocution, the context of the message determined whether direct or indirect speech acts were used.

In summary, the study of how words and sentence structures convey meaning in accordance with the sender's intention within the context of social interaction is known as Speech Act. Austin and Searle were mostly responsible for its discovery; Austin examined data from ceremonial language while Searle focused more on data from everyday language. The majority of current studies on everyday language use are based on Searle's theory for the process of data analysis due to its practicality. This chapter addresses the different types and functions of the Speech Act Theory as well as

the overview of Political Communication Theory, including related studies. In the following chapter, the research methodology will be discussed.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Data Source

Purposive sampling was used in this study to select a sample from a population of 125 political status updates on the “Khaosod English” Facebook page before the 2023 May 14th election. In the end, the data was gathered for 78 updates to be analyzed and measured. All of the status updates are written by the Khaosod English writers, who are all Thais and responsible for translating Thai news into English. In order to be a writer in Khaosod English, the majority of writers either possessed knowledge of news or of the English language at an advanced level. Before posting any status updates on Facebook, they must be double-checked or reviewed by an English proofreader. As a result, the language of this data source appears to be highly accurate and worth researching.

3.2 Methods

To strengthen the credibility of the research, this study used two research methods: a qualitative research approach and a quantitative research approach. The language in the political news would be analyzed by using the qualitative research approach to find out the way the writers use language to report the news. As for the quantitative research approach, the number of political status updates would be measured in order to illustrate the frequency.

3.3 Research Instruments

The data would investigate the types of illocutionary acts based on Searle’s speech act theory (1979), which are Assertive, Directive, Commissive, Expressive, and Declarative to examine the language used in the political news on an online platform. In addition to these five types of illocutionary acts, communication functions are also used to investigate each type of illocutionary act. For example, Assertive functions are Stating, Asserting, Reporting, Criticizing, etc. The use of specific words would be

considered when categorized into each group, such as in terms of nouns, adjectives, or verbs.

3.4 Data Collection

This study primarily collects the data from the written utterances posted as status updates on the Facebook page “Khaosod English”. The status updates should not exceed 60,000 characters, all of which must be letters and numbers; therefore, any pictures, videos, or hashtags would not be directly analyzed in this study. However, the researcher considered them in accordance with the characters when interpreting the meaning. The collection dates are between 1st May – 10th May 2023, a total of 10 days because it is the period before Thailand’s election on 14th May 2023.

3.5 Data Analysis

This study was conducted as a qualitative content analysis that allows the researcher to interpret, comprehend, and discover the significance of the data on an online platform. To increase the credibility of its findings, the researcher also analyzed with the quantitative method in order to perform some basic statistical features by counting the frequencies of the occurrences in assertive, directive, commissive, expressive, and declarative of Searle’s speech acts, in accordance with communicative functions.

Figure 3.1

Data Analysis Based on Illocutionary Act

	Status	Date	Thai/International news	Topic	Supportive words	Illocutionary acts				
						Assertive	Directive	Commissive	Expressive	Declarative

Figure 3.1 has shown the method the researcher used to collect and categorize all status updates found on the Facebook Page “Khaosod English” from 1st to 10th May 2023. They are organized into a table as shown in Excel and divided into different types by observing the supportive words. Some examples of each type’s words that would be used as criteria to categorize status updates into different speech act categories are as follows:

3.5.1 To Analysis Assertive Speech Acts

Saying

- Verbs of say, said, etc.

Stating

- Verbs of state, affirm, tell, etc.

Asserting

- Verbs of assert, claim, etc.

Reporting

- Nouns supporting statistics, research, etc.
- Verbs of demonstrate, reveal, etc.

Criticizing

- Nouns showing the writer’s opinion without citing any other fact statements.

Figure 3.2

Data Analysis based on Communicative Function of Assertive

	Status	Date	Thai/International news	Topic	Supportive words	Assertive				
						Stating	Reporting	Concluding	Criticizing	Complaining

Figure 3.2 has shown the way the researcher used to collect and categorize all status updates by observing the supportive words, such as stating, reporting, concluding, criticizing, complain, etc.

3.5.2 To Analysis Directive Speech Acts

Reminding

- Nouns showing the deadline for some events or activities.
- Verbs of remind, recall, etc.

Persuading

- Verbs of persuade, urge, stay tuned, etc.

Figure 3.3

Data Analysis Based on Communicative Function of Directive

	Status	Date	Thai/International news	Topic	Supportive words	Directive				
						Persuading	Reminding	Commanding	Requesting	Inviting

Figure 3.3 has shown the way the researcher used to collect and categorize all status updates by observing the supportive words, such as persuading, reminding, commanding, requesting, inviting, etc.

3.5.3 To Analysis Commissive Speech Acts

Promising

- Verbs of promise, guarantee, etc.

Vowing

- Verbs of vow, pledge, oath, etc.

Figure 3.4*Data Analysis based on Communicative Function of Commissive*

	Status	Date	Thai/International news	Topic	Supportive words	Commissive		
						Promising	Vowing	Pledging

Figure 3.4 has shown the way the researcher used to collect and categorize all status updates by observing the supportive words, such as promising, vowing, pledging, etc.

3.5.4 To analysis *Expressive speech acts*

Apologizing

- Verbs of sorry, apologize, etc.

Warning

- Verbs of warn, advise, caution, recommend, suggest, etc.

Welcoming

- Verbs of welcome, pleasant, etc.

Figure 3.5*Data Analysis based on Communicative Function of Expressive*

	Status	Date	Thai/International news	Topic	Supportive words	Expressive				
						Greeting	Congratis	Apologizing	Warning	Welcoming

Figure 3.5 has shown the way the researcher used to collect and categorize all status updates by observing the supportive words, such as greeting, apologizing, warning, welcoming, etc.

3.5.5 To Analysis Declarative Speech Acts

Announcing

- Verbs of announce, declare, etc.

Figure 3.6

Data Analysis based on Communicative Function of Declarative

	Status	Date	Thai/International news	Topic	Supportive words	Declarative			
						Announcing	Hiring	Firing	Terminating

Figure 3.6 has shown the way the researcher used to collect and categorize all status updates by observing the supportive words, such as announcing, hiring, firing, terminating, etc.

To conclude, this chapter explains how data were selected and what methods and instruments were used to determine the research questions in this study. In addition, the steps to collect the data, the processes or procedures, and the tools used to analyze the data were described. As for the findings, they will be presented in the next chapter, which will be divided into two sections: the illocutionary act results and the communicative function results.

CHAPTER 4

RESULTS AND DISCUSSIONS

A speech act analysis of the Facebook page “Khaosod English” is intended to investigate the types of illocutionary acts, including analyzing the communicative functions based on speech act theory. This chapter presents the results and discussion of the study based on the data collected from English-language on Facebook Khaosod for 10 days before the general election on May 14, 2023, from 1 – 10 May 2023. For establishing the criteria for categorizing speech acts into groups based on Searle’s speech act theory, the researcher takes into account the language’s linguistic features, such as its use of nouns, verbs, and adjectives, as well as the context of Facebook posts, such as its usage of images or videos. The findings were reported in tables and descriptive reports. In addition, the data were measured with percentages in order to examine the frequency of using each type of illocutionary type and communicative function. In this research, the results of the analysis were separated into 5 main sections.

- 4.1 Speech Act Types found in Political Status Updates
- 4.2 Frequency of Speech Act Types found in Political Status Updates
- 4.3 Speech Act Functions found in Political Status Updates
- 4.4 Frequency of Functions found in Political Status Updates
- 4.5 Discussion

4.1 Speech Act Types found in Political Status Updates

This section is to investigate the types of illocutionary acts based on Searle’s speech act theory, which consists of 5 groups: (1) Assertive, (2) Directive, (3) Commissive, (4) Expressive, and (5) Declarative. In addition to the types of illocutionary acts, this research result shows the frequency of each type in order to analyze the language guidelines used by news agencies 10 days before the election.

4.1.1 Assertive found in Political Status Updates

Assertive aims to convey to the reader what the writer believes to be true, based on what is happening around him or her, or what is going on. Furthermore, the writer

is quite sure that the reader has not received this information yet. This type of speech act is purely narrative; therefore, there is no intention to elicit a response or lead to actions from the writer or the reader.

The researcher found that the assertive is the illocutionary act type that is most frequently shown on the Facebook page “Khaosod English”. The writer did not seek to influence the reader’s decision to vote in any way; their only goal was to give information to the reader. As a result, it appears that this news agency reports the news objectively.

Example 1

Pheu Thai Party PM candidate Paetongtarn Shinawatra has delivered a healthy baby boy, named Pruekthasin Suksawasdi (nickname Thasin), Monday morning. (Photo via Pichai Nariphapan FB.)

(From Khaosod English Facebook Page, on May 1, 2023)

The statement in Example 1 provides details about Paetongtarn Shinawatra’s personal life. The only content update is that she announces the birth of a boy, including his name and birth date. The writer’s intent is to inform the reader about the current situation, which the writer presumes the readers are unaware of.

Example 2

Political cartoon by Arun Watcharasawat for Matichon Weekender, a sister daily of Khaosod English. The blue curve of election poll features PM candidate Gen Prayut Chan-o-cha, whose motto is, “We have done it. We’re doing it. We’ll continue to do it.”

(From Khaosod English Facebook Page, on May 2, 2023)

As can be seen from Example 2, the writer updated their political activity in order to show involvement with the Thai government. This statement has no analysis or opinion; therefore, Khaosod English is currently a channel for conveying information.

4.1.2 Directive found in Political Status Updates

Directive is used to influence the reader to act in accordance with the writer's wishes. Words can be chosen in a variety of ways, including orders, requests, questions, permits, reminds, etc.

Example 3

Live #Matichon Election 2023 Fifth Forum: "War of 9 Parties: The Last War". The third and final session is entitled: "General... Vision and Promises". Khaosod English's Pravit Rojanaphruk will provide simultaneous interpretation for this session Live on Khaosod English Facebook page from 3 p.m.- 5 p.m.

(From Khaosod English Facebook Page, on May 2nd, 2023)

In Example 3, this utterance convinced the reader that the election coverage would be held live on May 2, 2023, from 3 PM to 5 PM. Although the writer did not openly persuade readers to engage, his or her intention did. This statement motivates action since the writer wishes the reader to participate in the live event.

Example 4

"Move Forward Party has a clear stance and ideology. We won't join a coalition with [Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan]...", said Sirilpas Korngtrakarn of Move Forward Party at debate forum organized by Matichon Group and Daily News Tuesday afternoon at Royal Paragon Hall, Siam Paragon. Khaosod English's Pravit Rojanaphruk will provide simultaneous interpretation at 3pm on Facebook today when PM candidates from various parties will debate. Stay tuned.

(From Khaosod English Facebook Page, on May 2nd, 2023)

Example 4 illustrates how the same event, which will take place on May 2, 2023, has been mentioned to remind or persuade the reader to join the event once more on the "Khaosod English" Facebook page (The same event as Example 3). Without using any words of persuasion or reminder, the writer uses the tactic of repetition to repeatedly invite the reader to attend the live event.

4.1.3 Commissive found in Political Status Updates

Commissive is used to let the reader realize that the writer will do something beneficial for them in the future, such as promising or vowing. This speech act type is anticipated to be one that is most frequently observed in news organizations during the election season, however, the researcher discovered the opposite results. To prevent criticism from the public, the writer made an effort to refrain from offering any information of a conciliatory kind. It is undeniable that social media has significantly increased in power in recent years. As a result, news organizations are quite worried about public opinion.

Example 5

Pheu Thai Party PM candidate Srettha Thavisin said on Wednesday the 10,000-baht digital money giveaway promised by the party will kick-start the economy and redistribute wealth to the provinces after eight years of economic stagnation under Gen Prayut Chan-o-cha.

(From Khaosod English Facebook Page, on May 10, 2023)

In Example 5, the term “promised” indicates that this utterance has a tendency to be a commissive statement. Promise, according to the Cambridge Dictionary, is a verb that means promising to carry out an action in the future, which is in line with the commissive speech’s purpose.

4.1.4 Expressive found in Political Status Updates

Expressive is a speech act to express the writer’s or politician’s feelings or emotions toward something. It could be categorized as a positive or negative expressive speech act. During the period of the election campaign, the researcher discovered that neither writers nor candidates frequently used expressive speech act. The only function found is apologizing, which is considered as a positive and negative statement.

Example 6

United Thai Nation Party PM candidate Gen Prayut Chan-o-cha apologised on Wednesday to voters if he didn't work quickly enough over the

past years as PM but “things will improve” if he's re-elected on Sunday. Prayut added he's a soldier who speaks the truth and acts accordingly.

(From Khaosod English Facebook Page, on May 10, 2023)

The utterance in Example 6 tends to be expressive due to the use of the term “apologized”, which expresses the politician’s feelings. A politician is a person who needs to sacrifice oneself to people; therefore, apologizing is to show sincerity. The apology looks to be a negative statement because it may be the result of the sender’s mistake. In the meantime, because it demonstrates self-responsibility, it might be a positive statement for the receiver.

4.1.5 Declarative found in Political Status Updates

Declarative is a statement intended to make an effort to alter the world by portraying it in a certain way, such as declaring war, granting a blessing, terminating employment, etc. Therefore, the words used in this type would be more formal.

Example 7

Political cartoon by Arun Watcharasawat for Matichon Weekender, a sister daily of Khaosod English. The blue curve of election poll features PM candidate Gen Prayut Chan-o-cha, whose motto is, “We have done it. We're doing it. We'll continue to do it.”

(From Khaosod English Facebook Page, on May 2, 2023)

This utterance seems to be only giving information to the reader regarding its political activity; however, some parts of Example 7 also contain the promotion of its news network, which is called “Matichon Weekender”.

4.2 Frequency of Speech Act Types found in Political Status Updates

This section reports the data analysis of the speech act types based on Searle’s theory with the concept of frequency and percentage that were used to analyze the collected data into the five types of assertive, declarative, commissive, expressive, and directive respectively.

Table 4.1*Distribution of Speech Act Type Frequency in Politics*

Illocutionary Act Type	Frequency (<i>f</i>)	Percentage (%)
Assertive	59	75.64
Declarative	5	6.41
Commissive	5	6.41
Expressive	5	6.41
Directive	4	5.13
Total	78	100

Table 4.1 presented the different illocutionary act types of language use that the Khaosod English writers used to report the political news. According to the table, the most frequently reported type was assertive, which was utilized in 59 speech acts (75.64%). Declarative, commissive, and expressive were the next most commonly reported types, with 5 speech acts (6.41%) while the directive was the last reported type among the status updates, with 4 speech acts (5.13%) These findings significantly show that assertive is a speech act type largely found in this news agency. As a result, Khaosod English tends to report the fact or truth regarding political issues rather than others.

4.3 Speech Act Functions found in Political Status Updates

4.3.1 Functions Found in Assertive Status Updates

The Assertive function highlights the writer's belief in the reality of things surrounding themselves such as: saying, stating, asserting, insisting, concluding, criticizing, anticipating, describing, and reporting. In this finding, there are four functions of illocutionary acts used in Khaosod English, which are stating, asserting, criticizing, and reporting. In addition to their benefits to readers, this kind of speech act can be advantageous for the writer, which is called "boasting". Such speech acts may irritate the reader but satisfy the writer.

Saying

Example 1

A campaign poster from New Society Force Party, a little-known party, says it will remove people blacklisted by the Credit Bureau from the list and support villagers to observe the five Buddhist precepts if elected. (Photo by Pravit Rojanaphruk.)

(From Khaosod English Facebook Page, on May 5, 2023)

The use of “says” in Example 1’s statement indicates that it should be seen as a saying speech act complying with an assertive illocutionary act. The writer chose to employ the word “says,” in order to emphasize the speaker’s viewpoint. The reader would understand that the writer did not critique this statement but rather simply quoted the speaker.

Example 2

Ousted and fugitive former premier Thaksin Shinwatra tweeted again on Tuesday saying he’s willing to face the justice system when he returns home to Thailand by July, adding Gen Prayut Chan-o-cha would still be caretaker PM at the time.

(From Khaosod English Facebook Page, on May 10, 2023)

In Example 2, the writer used the word “saying” with the intention of quoting the speaker’s remark, which exemplifies the concept of a saying statement. There may therefore be no consequences impacting the news publication if this statement was taken from the original utterance.

Stating Stating refers to a speech act that expresses something, particularly clearly and deliberately. Meanwhile, stating would be a speech in that the writer takes someone’s entire speech act.

Example 3

“Today, I am ready to become Thailand's 30th Prime Minister.” “I don't want to be Prime Minister only to have that title. I'm standing and coming here because I want to be the prime minister who brings about positive change. I wouldn't be here if I couldn't make a difference.,” said Pheu Thai Party PM candidate Srettha Thavisin as he led a major rally in front of the Siam Paragon in Bangkok on Friday evening. (photos by Chavalit Panyong / Khaosod)”

(From Khaosod English Facebook Page, on May 5, 2023)

In Example 3, the quote mark is mostly used to show the speaker's quotation. With the use of this feature, the reader might be persuaded to accept the news and understand its contents objectively. Because news agencies frequently get criticism for how they convey the news – especially when presenting political news – they may use assertions in an effort to silence their critics.

Example 4

Mr. Pita Limjaroenrat, the leader of the Move Forward Party, stated in an interview that he was not worried about the fact that he owned media shares (ITV), after Mr. Ruangkrai Leekitwattana announced that he would file a petition with the Election Commission on May 10 to investigate whether Pita violated Article 98(3) of the constitution.

(From Khaosod English Facebook Page, on May 10, 2023)

In order to prevent any potential reader implications, the writer decided to employ the direct verb with the meaning "stated" as demonstrated in Example 4. Even if there is no quotation mark around this remark, it is nevertheless regarded as a stating speech act.

Asserting Asserting is a speech act in that the writer wants the reader to understand their unwavering belief. This speech act type largely demonstrates reliability to the reader.

Example 5

The United Thai Nation Party is under criticism for using Rama VIII Bridge as a backdrop for their laser campaign projection. Deputy spokesperson of the party, Tipanan Sirichana claims on Tuesday she did it by herself but a leaked letter dated Monday shows she made the request on behalf of the party.

(From Khaosod English Facebook Page, on May 9, 2023)

The statements in Example 5 drew attention to the United Thai Nation Party issue, which is now being criticized by the Thai people. This issue is about the background of the laser campaign projection, which most people assumed could not be allowed. The writer, however, uses the verb “claims” to state that in fact, Tipanan Sirichana – deputy spokesperson of the party – already made the request on the party’s behalf. As defined by Cambridge Dictionary, a claim is a statement that something is true or factual, even though other people may not agree or believe it. As a result, this statement is making an assertion about the background of the laser campaign projection in order to clarify the fact.

Reporting Reporting is to inform of plans and results so that the reader may understand the progress. To increase the credibility of reports, it also provides other supporting information, such as statistics or research.

Example 6

“The Election Commission on Wednesday demonstrates its preparedness to facilitate physically handicapped people to vote during the upcoming general election. (Video by Pattarayut Fakpol.)”

(From Khaosod English Facebook Page, on May 3, 2023)

As can be seen in Example 6, the statement reported the election commission’s progress with respect to the accessibility for physically challenged voters. In this case, the writer references the election commission, which informs the process of preparedness for physically handicapped people. However, this statement still lacks supporting evidence, so it might be more gaps for new agencies to get criticism.

Example 7

“People in many parts of Thailand came out to vote in advance on Sunday, ahead of the May 14 general election. According to the Election Commission, there are 2,235,830 people who have registered to vote in advance on May 7.”

(From Khaosod English Facebook Page, on May 7, 2023)

Citing the statement in Example 7, the writer gave details regarding the Thai election situation in 2023. The content includes the date and the number of participants of 2,234,830 people. This information is identified as reference or supporting evidence, which make this statement trustworthy news.

Example 8

***BREAKING:** Former senator Ruangkrai Leekitwattana filed a petition with the Election Commission on Wednesday asking the EC to quickly rule before the general election whether Move Forward PM candidate Pita Limjaroenrat lack the qualifications to run for office due to his owning media shares (ITV) or not. He said he spent 5 days and several thousand baht investigating and Pita has acknowledged owning the share.*

(From Khaosod English Facebook Page, on May 10, 2023)

The term “BREAKING” at the beginning of this statement in Example 8 should be interpreted as a report of the emergency situation. It is quite obvious that the writer intended to report the current situation regarding the general election rule.

Example 9

A staff of Java Cafe-Dispensary told Khaosod English's Pravrit Rojanaphruk on Sunday Chuwit showed no sign of being against the decriminalization of marijuana when he allowed the place to be rented out as a marijuana dispensary six months ago. "We had no clue back then that he was against weed," said a staff of the dispensary on the last day on his work at the

site where 90 percent of their customers were foreigners. The shop is moving to Asoke area under a new name. (Text and photos by Pravit Rojanaphruk.)

(From Khaosod English Facebook Page, on May 1, 2023)

The statement in Example 9 is a report speech act that refers to the number of pieces of evidence. “90 percent of their customers” is a noun phrase that displays the data that the writer calculated in order to give more weight to the reader’s independent analysis. Thus, the use of number evidence would be a supportive element for a reporting speech act.

Example 10

Election Commission secretary general Sawaeng Boonme said Friday that the Commission has to print 4.9 million extra ballot papers “in case of an emergency”. Fifty two point two million Thais are eligible to vote and the EC has printed 57.2 million ballot papers.

(From Khaosod English Facebook Page, on May 5, 2023)

In Example 10, it appears the writer attempted to illustrate to the reader the statistics in the current election situation by relying on a lot of numerical data. As a result, this assertion was categorized into reporting that the reader had to independently examine.

Criticizing Criticizing is a negative speech act to express disagreement with or disapproval of something or someone. In the case of the news agency, this speech act type is probably the writer’s opinion toward something.

Example 11

“Ousted and fugitive former premier tweeted on Monday saying he will come back to Thailand to care for his seven grandchildren. “I will turn 74 this July. Please excuse me. See you all soon,” part of the tweet read. Hours before on the same day, Thaksin's daughter and Pheu Thai Party PM candidate

Paetongtarn Shinawatra has delivered a healthy baby boy, named Pruekthasin Suksawasdi (nickname Thasin)."

(From Khaosod English Facebook Page, on May 2, 2023)

The utterance in Example 11, as shown in the first sentence began with the negative adjectives "ousted" and "fugitive," which were then used to expand on the meaning of "former premier." The writer omitted to mention the person's name, so they employ this phrase using an offensive term instead. It is possible that the writer was condemning this individual.

Example 12

Some campaign posters in Bangkok are either vandalised or in disarray a few days ahead of May 14 general election. (Photos by Yokin Charoenying.)

(From Khaosod English Facebook Page, on May 10, 2023)

Because the term "disarray" was used, this statement in Example 12 is regarded as a criticizing speech act. According to Cambridge Dictionary, disarray is a formal noun that refers to the state of being disorganized, confusing, and untidy. Since it seems to have a negative connotation, this statement is used to express the writer's distaste for political campaign posters.

Example 13

An Act of Redemption? After the six-month lease contract ends on Sunday, former massage parlour tycoon turned anti-marijuana campaigner Chuwit Kamolvisit turns what was a cannabis dispensary on the ground floor his Davis Hotel on Sukhumvit Soi 24, into Thailand's first anti-marijuana centre.

(From Khaosod English Facebook Page, on May 1, 2023)

As can be seen in Example 13, the writer's criticizing phrase was used at the beginning of the statement. "An Act of Redemption" may have been an urgent utterance intended to convey the writer's unfavorable attitude toward the person who was the

subject of this status update. With this type of writing, the reader may concur with the writer and feel the same way.

Example 14

Thai Sang Thai Party PM candidate Sudarat Keyuraphan led a major rally in Nonthaburi province on Monday under the theme "People are the big boss". The term "Big boss" or 'nai yai' in Thai is often referred to ousted and fugitive former premier Thaksin Shinwatra, the man many believe to be the real leader of the Pheu Thai Party. (Photos by Somjit Jaichuen.)

(From Khaosod English Facebook Page, on May 1, 2023)

In Example 14, the statement ended with the negative noun clause, which is “the man many believe to be the real leader of the Pheu Thai Party”. Due to the word “believe” being used, this negative statement is only an opinion but there is no reference to citizens’ opinions. Because of this, it is obvious that the writer is criticizing in this sentence.

4.3.2 Directive

The speech act in directive type is to show the writer’s attempt to get the reader to do something: ordering or commanding, requesting, questioning, begging, praying, permitting, suggesting, recommending, and advising.

Reminding Reminding is a speech act in which the writer intends to make the reader aware of something in advance. The writer may also assume that the reader may have forgotten this statement.

Example 15

“Out of the blue but less than 10 days before the general election, the Royal Thai Army on Friday posted a VDO clip of its band performing a well-known anti-communism song dated from the Cold War era entitled “Burden to the Nation”. On Monday, Thanathorn Juangrungruangkit, leader of Progressive Movement told Matichon if another military coup is staged, the

ending won't be the same as in the past. Two former 2014 coup leaders, Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan, are running for PM post but both trailing far behind candidates from the opposition camp in most polls.”

(From Khaosod English Facebook Page, on May 5, 2023)

As can be seen from Example 15, the writer used the term “out of the blue but less than 10 days before the general election” to introduce the statement. This idiom refers to an entirely unexpected circumstance, which refers to the upcoming general election on May 14, 2023, in this context. In order to remind the reader to be aware of it, therefore, this idiom was employed. In addition to the phrase, this idiom’s position at the beginning of the sentence made it clear that the reader should pay attention to this topic. As a result, the reader’s attention would be captured as soon as they began reading the news.

Persuading Persuading is a speech act in which the writer intends to make someone do or believe something by giving them a good reason to do it or by talking to that person and making them believe it.

Example 16

“Move Forward Party has a clear stance and ideology. We won't join a coalition with [Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan]..,” said Sirilpas Korngtrakarn of Move Forward Party at debate forum organized by Matichon Group and Daily News Tuesday afternoon at Royal Paragon Hall, Siam Paragon. Khaosod English's Pravut Rojanaphruk will provide simultaneous interpretation at 3pm on Facebook today when PM candidates from various parties will debate. Stay tuned.

(From Khaosod English Facebook Page, on May 2, 2023)

Due to the phrase “stay tuned”, this utterance’s function in Example 16 is to persuade the reader. According to Longman Dictionary, stay tuned refers to two meanings. The first meaning is to continue watching or listening to the same television channel or radio station while another meaning is used to say that you should look or

listen for more information about a particular subject at a later time. In this context, the term “stay tuned” is used to emphasize this sentence to compel the reader to carefully read and analyze this information.

4.3.3 Commissive

Promising Based on Searle’s speech act theory, a commitment or agreement between individuals or groups of people is called “Promising”.

Example 17

Pheu Thai Party PM candidate Srettha Thavasin said on Wednesday the 10,000 baht digital money giveaway promised by the party will kick-start the economy and redistribute wealth to the provinces after eight years of economic stagnation under Gen Prayut Chan-o-cha.

(From Khaosod English Facebook Page, on May 10, 2023)

Due to the word “promised” being used, the statement in Example 17 is categorized in the group of promising. This type of commissive speech act is probably unsecured for the news writer to get criticism from the reader when conveying promising content. As a result, the sender in this speech act type must be obviously identified in order to prevent the consequences of the reader’s curiosity of no source supported.

Vowing In order to make a determined decision or promise to do something, this speech act is called “Vowing”. During the election period, this speech act is probably found to be said by politicians to convince people to believe them.

Example 18

“Even one MP candidate from Bhumjai Thai Party, the party which pushed for the decriminalization of marijuana for medical purposes, vows to rein in on unregulated use and sale of cannabis if elected in her Facebook post on Friday.”

(From Khaosod English Facebook Page, on May 7, 2023)

The statement in Example 18 demonstrated how the Bhumijai Thai party candidate was utilizing the word “vow” to elevate the commitment. The reader or listener would have faith in the speaker after hearing this style of discourse. Additionally, it would be simpler for the candidates to persuade the voters.

4.3.4 Expressive

Apologizing

Example 19

United Thai Nation Party PM candidate Gen Prayut Chan-o-cha apologized on Wednesday to voters if he didn't work quickly enough over the past years as PM but “things will improve” if he's re-elected on Sunday. Prayut added he's a soldier who speaks the truth and acts accordingly.

(From Khaosod English Facebook Page, on May 10, 2023)

In order to sincerely express feelings or emotions, it is the best solution if the speaker can use direct adjectives of feelings. As can be seen in Example 19, the writer expresses the politician’s apology to voters.

Warning

Example 20

Election campaign signs from various parties installed along the trees and light poles along the footpath Ratchadapisek Road, at the intersection of Prachanukul. This is another point where the sign of faces is very crowded.

(From Khaosod English Facebook Page, on May 3, 2023)

In Example 20, the warning was expressed at the end of the Facebook status update. The sentence “This is another point where the sign of faces is very crowded” was used to bring up the concerns and caution the candidates about the density of election campaign signage. In this situation, the news reporter acts as an advocate for issues brought up during the election campaign on behalf of Thai residents.

Welcoming

Example 21

Pheu Thai Party PM candidate Srettha Thavisin welcomes a delegation 15 EU member state ambassadors led by EU Ambassador to Thailand David Daly on Wednesday at the party HQ. Srettha said he look forward to fostering greater tie between Thailand and the EU and speed up the FTA negotiations which was halted in the years under the military junta.

(From Khaosod English Facebook Page, on May 3, 2023)

As can be seen in Example 21, the writer used the direct verb “welcomes” to convey to the reader how they should feel in this circumstance. The reader might experience the same emotion. In this case, the reader had a favorable impression of the Pheu Thai Party as a result of the way they handled the delegation of 15 ambassadors from EU member states.

To conclude, the use of expressive speech act by news writers can influence and guide readers’ feelings and attitudes toward something or someone.

4.3.5 Declarative

Announcing

Example 22

Mr. Pita Limjaroenrat, the leader of the Move Forward Party, stated in an interview that he was not worried about the fact that he owned media shares (ITV), after Mr. Ruangkrai Leekitwattana announced that he would file a petition with the Election Commission on May 10 to investigate whether Pita violated Article 98(3) of the constitution.

(From Khaosod English Facebook Page, on May 3, 2023)

The statement in Example 22 is classified as an announcing speech act under the declarative speech act due to the word “announced”. To make the speaker’s future actions known, the writer used this word directly. Therefore, they are making a public announcement to the Thai people through Facebook status updates with this remark.

4.4 Frequency of Speech Act Functions found in Political Status Updates

This section reports the data analysis of the communicative functions based on Searle's theory with the concept of frequency and percentage that were used to analyze the collected data in order to investigate the tendency of functions used in Khaosod English before the general election.

Table 4.2

Distribution of Assertive Function Frequency in Politics

Function of Assertive Speech Act	Frequency (<i>f</i>)	Percentage (%)
Concluding	24	40.68
Saying	19	32.2
Reporting	7	11.86
Criticizing	5	8.48
Stating	3	5.09
Asserting	1	1.69
Total	59	100

Table 4.2 shows the Frequency of Assertive Functions used by the Khaosod English writers. The results indicate that the majority of the status updates are concluding, which are 24 status updates (40.68%). The writers may intend to report the news by summarizing without a supportive reference. Meanwhile, 19 status updates (32.2%) of saying are the second most commonly used. Conversely, 7 status updates (11.86%) of reporting, 5 status updates (8.48%) of criticizing, 3 status updates (5.09%) of stating, and 1 status update (1.69%) of asserting respectively were less used for informing the fact or truth in politics reporting news.

Table 4.3*Distribution of Directive Function Frequency in Politics*

Function of Directive Speech Act	Frequency (<i>f</i>)	Percentage (%)
Persuading	3	75
Reminding	1	25
Total	4	100

Table 4.3 presented the Frequency of Directive Functions used by the Khaosod English writers. According to the table, the most frequently reported function was persuading, which was utilized for 3 status updates (75%) while reminding was the second most commonly reported function, with only 1 status update (25%).

Table 4.4*Distribution of Commissive Function Frequency in Politics*

Function	Frequency (<i>f</i>)	Percentage (%)
Vowing	3	60
Promising	2	40
Total	5	100

Table 4.4 shows the Frequency of Commissive Functions used by the Khaosod English writers. The results indicate that vowing was the most frequently reported function, which was utilized for 3 status updates (60%) while promising was the second most commonly reported function, with 2 status updates (40%).

Table 4.5*Distribution of Expressive Function Frequency in Politics*

Function	Frequency (f)	Percentage (%)
Welcoming	2	40
Warning	2	40
Apologizing	1	20
Total	5	100

The result from Table 4.5 illustrates the Frequency of Expressive Functions used by the Khaosod English writers. These findings show that welcoming and warning were the majority of the status updates for commissive speech acts, which are 2 status updates (40%) . Meanwhile, 1 status update (20%) of apologizing is the second commonly used.

Table 4.6*Distribution of Declarative Function Frequency in Politics*

Function	Frequency (f)	Percentage (%)
Announcing	5	100
Total	5	100

Table 4.6 presents the Frequency of Declarative Functions used by the Khaosod English writers. The results indicate that the only function used in the declarative speech act was announcing, with 5 status updates (100%).

4.5 Discussion

This section shows some key findings from the study's findings and provides responses to the study's research questions.

4.5.1 Research Question 1

What types of speech acts do the writers use in the status updates on Facebook “Khaosod English” during the election campaign before Thailand’s general election?

According to the research findings, five speech acts were found, and the assertive speech act is the one that is most frequently utilized in Khaosod English during the election campaign. Assertive, declarative, commissive, expressive, and directive speech acts respectively are the five different categories. The researcher found 78 status updates out of 125 status updates in Khaosod English. Firstly, the most frequently reported type was assertive, which was utilized in 59 speech acts (75.64%). Secondly, declarative, commissive, and expressive were the next most commonly reported types, with 5 speech acts (6.41%) of the same number. Thirdly, the directive was the last reported type among the status updates, with 4 speech acts (5.13%). Even though the contents are different, the intentions are the same illocutionary speech acts. Notably, these results are consistent with the findings of several other studies, including those conducted by Laongpol (2020), Hassajamnong & Liamprawat (2019), Warattama (2017), Phuengchangam (2011), Keioma (2008). According to the majority of researchers, news organizations, particularly those looking at political content, favor assertive speech acts the most. These results offer compelling evidence in favor of using Searle’s speech act theory as the foundation for the analysis of the speech acts. As a result, the speech act’s use of assertiveness raises the level of credibility of the news. In the meantime, there are a few speech acts that order (directive), promise (commissive), and express (expressive) in order to prevent the reader from giving it bad feedback.

4.5.2 Research Question 2

What purposes do writers intend to convey in the news through status updates on Facebook “Khaosod English” during the election campaign before Thailand’s general election?

This study found that a high frequency of using concluding and saying functions in assertive speech acts can be attributed to Khaosod English. It shows the news writers intend to demonstrate the reality of the current political situation in Thailand. In addition to being assertive, this may have a minor impact on how speech acts in Khaosod English from May 1–10, 2023, promising, vowing, welcoming, warning, apologizing, reminding, persuading, and announcing.

The first speech act is an assertive speech act, which is found in 59 status updates of 5 functions: (1) concluding, (2) saying, (3) reporting, (4) stating, and (5) criticizing. The majority of the status updates are concluding with 24 status updates (40.68%). The writers may intend to report the news by summarizing without a supportive reference. Meanwhile, 19 status updates (32.2%) of saying are the second most commonly used. Conversely, 7 status updates (11.86%) for reporting, 5 status updates (8.48%) for criticizing, 3 status updates (5.09%) for stating, and 1 status update (1.69%) for asserting respectively were less used for informing the fact or truth in politics reporting news.

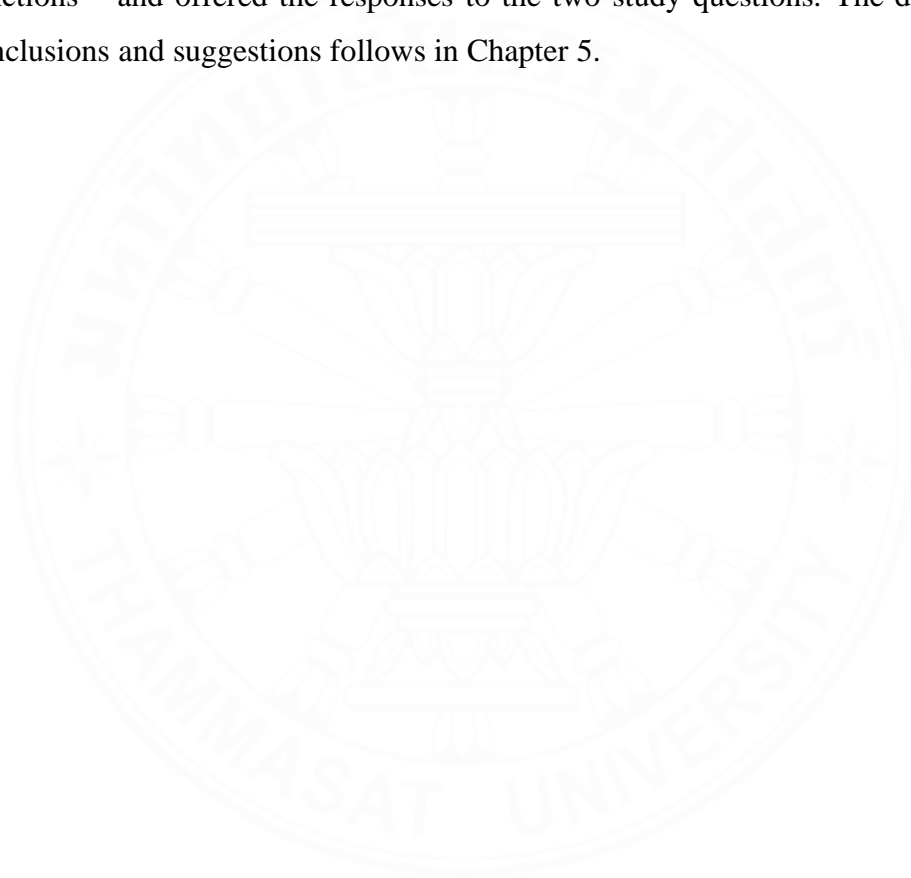
The second speech act is a declarative speech act used by the Khaosod English writers. The results indicate that the only function used in the declarative speech act was announcing, with 5 status updates (100%).

The third speech act is a commissive speech act, which is found in 5 status updates of promising function and vowing function. The results indicate that vowing was the most frequently reported function, which was utilized for 3 status updates (60%) while promising was the second most commonly reported function, with 2 status updates (40%).

The fourth speech act is an expressive speech act with a welcoming function, warning function, and apologizing function. These findings show that welcoming and warning were the majority of the status updates for commissive speech acts, which are 2 status updates (40%). Meanwhile, 1 status update (20%) of apologizing is the second use.

The fifth speech act is a directive speech act, which is found in 4 status updates of the reminding function and persuading function. The most frequently reported function was persuading, which was utilized for 3 status updates (75%) while reminding was the second most commonly reported function, with only 1 status update (25%).

In conclusion, this chapter addressed the two primary issues – (1) speech act types of illocutionary acts found in Politics as well as the frequency of those speech acts, and (2) speech act functions found in Politics as well as the frequency of those functions – and offered the responses to the two study questions. The discussion of conclusions and suggestions follows in Chapter 5.



CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter summarizes into three sections: (1) conclusions, (2) implications, and (3) recommendations for further research respectively.

5.1 Conclusion

The present study aimed to investigate the types of speech acts based on illocutionary acts of Searle's speech act theory found in the status updates on Facebook "Khaosod English" during the election campaign. In addition, the researcher intended to analyze communicative functions in accordance with the type of illocutionary act based on Searle's speech act theory. The sample for this research was gathered from Facebook Page "Khaosod English" for 10 days, from 1st – 10th May 2023, before the general election on May 14th, 2023.

Basically, the results demonstrated a connection between a word and the categories of speech acts used in the political status updates, such as verbs, and adjectives, including English grammatical structures. Writers are responsible for transferring their intentions through both verbal and nonverbal languages while readers are responsible for interpreting in order to understand the given information. Therefore, it is essential that the study of illocutionary speech acts be incorporated into English-language news.

In order to evaluate Facebook's status updates regarding the Thai election campaign in 2023, all data were analyzing the contents and categorized based on a topic basis, such as politics, entertainment, royalty, etc. Politics news is the only main topic and 78 status updates out of 125 status updates were found. Unquestionably, political issues were found in more than two of three news status updates on Khaosod English. As a result, political news seems to be played an important role in Thai society.

According to a speech act analysis of the study's results based on Searle's theory of speech acts, Khaosod English notably demonstrated the assertive speech act at a rate of over 70%. Declarative, commissive, expressive, and directive speech acts all added together fall short of the number of assertive speech acts. Only 30% of the other 4

speech act types were used. Each speech act type could be grouped into at least one functional group according to its communicative function theory. Because assertive is used so frequently, this speech act type can be divided into a number of categories, including concluding, saying, stating, reporting, and criticizing. The other 4 speech act types, however, could only be divided into one or two groups. Therefore, whether studying speech acts or news on an online platform, Searle's speech act theory was an effective theory to apply.

5.2 Implications

The implications of this research involve the practical and theoretical consequences of using Searle's theory to analyze speech acts in daily life. The results imply that a number of studies using Searle's theories can be a useful tool for improving writers' and readers' ability to convey and interpret messages. Due to Searle's potential and the significance of language, future research can examine how well it performs across various data sets, platforms, and news organizations. Additionally, politicians or candidates who seek to persuade Thai citizens may find Searle's notion of speech acts to be particularly useful. Prior to sending the message, the sender should be aware of their intentions in order to make sure that the receivers will get the communication's main point.

In conclusion, the research reveals that Searle's speech act is a vital tool for learning and adjusting in both academic and everyday life. Other than politics, it can also have other possible applications. As a result, everyone should consider using Searle's speech act theory in a discourse in order to optimize communication.

5.3 Recommendations

In this study, the speech act analysis on Facebook of Khaosod English's coverage of candidates for Thai Prime Minister in 2023 yields various recommendations for future research. One recommendation is to broaden the scope of the data to include nonverbal communication like images, video, hashtags, etc. Undoubtedly, the data that just consider verbal language analysis may be lacking in some areas pertaining to the sender's objectives. As a result of including nonverbals in the messengers' objective analysis, the study of both verbal and nonverbal

communication will be more extensive and precise. The second recommendation is to alter the various political activity periods in future studies in order to investigate the connection between the possibilities of integrating technology with Searle's speech act theory to further boost its efficacy. The third recommendation is to examine how various speech acts are used by including a broader population in various contexts.



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The seal of Thammasat University is a circular emblem. It features a central five-tiered umbrella (parasol) with a lotus flower at its base. Radiating from the center are eight beams of light. The entire emblem is encircled by a ring containing the university's name in Thai script at the top and "THAMMASAT UNIVERSITY" in English at the bottom, separated by two small floral motifs.

APPENDICES

APPENDIX A

STATUS UPDATES ON FACEBOOK KHAOSOD ENGLISH

No.	Date	Status Updates	Type of Speech Act
1	1 st May 2023	Pheu Thai Party PM candidate Paetongtarn Shinawatra has delivered a healthy baby boy, named Pruekthasin Suksawasdi (nickname Thasin), Monday morning.	Assertive
2	1 st May 2023	Among little known parties headed by a famous person is Thai Chana (Thais Win) Party headed by Chatumongkol Sonakul, former governor of the Bank of Thailand. “The people’s party” reads the poster in Bangkok.	Assertive
3	1 st May 2023	An Act of Redemption? After the six-month lease contract ends on Sunday, former massage parlour tycoon turned anti-marijuana campaigner Chuwit Kamolvisit turns what was a cannabis dispensary on the ground floor his Davis Hotel on Sukhumvit Soi 24, into Thailand's first anti-marijuana centre.	Assertive

4	1 st May 2023	A staff of Java Cafe-Dispensary told Khaosod English's Pravit Rojanaphruk on Sunday Chuwit showed no sign of being against the decriminalization of marijuana when he allowed the place to be rented out as a marijuana dispensary six months ago. "We had no clue back then that he was against weed," said a staff of the dispensary on the last day on his work at the site where 90 percent of their customers were foreigners. The shop is moving to Asoke area under a new name.	Assertive
5	2 nd May 2023	Thai Sang Thai Party PM candidate Sudarat Keyuraphan led a major rally in Nonthaburi province on Monday under the theme "People are the big boss". The term "Big boss" or "Nai yai" in Thai is often referred to ousted and fugitive former premier Thaksin Shinwatra, the man many believe to be the real leader of the Pheu Thai Party.	Assertive
6	2 nd May 2023	Ousted and fugitive former premier tweeted on Monday saying he will come back to Thailand to care for his seven grandchildren. "I will turn 74 this July. Please excuse me. See you all soon," part of the tweet read. Hours before on the same day, Thaksin's daughter and Pheu Thai Party PM candidate Paetongtarn Shinawatra has delivered a healthy baby boy, named Pruekthasin Suksawasdi (nickname Thasin).	Assertive

7	2 nd May 2023	Bhumjai Thai Party PM candidate Anutin Charnveerakul lashes out at Pheu Thai Party second PM candidate Srettha Thavasin on Monday, accusing the latter of lying about Bhumjai Thai's policy on marijuana decriminalization for medical purposes.	Assertive
8	2 nd May 2023	Anutin wrote on Facebook that the party does not support the decriminalization of marijuana with no control. He added Pheu Thai was among the parties voted for the draft Marijuana Bill and supported the decriminalization of marijuana for medical purposes. "You should have known about it before going up on rally stage," Anutin wrote.	Assertive
9	2 nd May 2023	Live #Matichon Election 2023 Fifth Forum: "War of 9 Parties: The Last War". The third and final session is entitled: "General Vision and Promises". Khaosod English 's Pravit Rojanaphruk will provide simultaneous interpretation for this session Live on Khaosod English Facebook page from 3 p.m.- 5 p.m.	Directive
10	2 nd May 2023	"Move Forward Party has a clear stance and ideology. We won't join a coalition with [Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan]," said Sirilpas Korngtrakarn of Move Forward Party at debate forum organized by Matichon Group and Daily News Tuesday afternoon at Royal Paragon Hall, Siam Paragon.	Assertive

11	2 nd May 2023	Khaosod English's Pravit Rojanaphruk will provide simultaneous interpretation at 3pm on Facebook today when PM candidates from various parties will debate. Stay tune.	Directive
12	2 nd May 2023	From #Matichon X Daily News Election 2023 Fifth Forum: "War of 9 Parties: The Last War" Tuesday.	Directive
13	2 nd May 2023	Political cartoon by Arun Watcharasawat for Matichon Weekender, a sister daily of Khaosod English. The blue curve of election poll features PM candidate Gen Prayut Chan-o-cha, whose motto is, "We have done it. We're doing it. We'll continue to do it."	Declarative
14	2 nd May 2023	Live #Matichon Election 2023 Fifth Forum: "War of 9 Parties: The Last War". Meet young-blooded generals - veterans and candidates for the Prime Minister from various political parties who will compete fiercely in the final election on battleground this time.	Assertive
15	2 nd May 2023	Nine Party War is a gathering of nine major political parties through representatives. "Young Blood Determines the Future", a session that allows new generation representatives from political parties who entered the election field for the first time but had the knowledge and ability to convey the party's policies in a fresh perspective. It reflects aspirations, creative politics and new directions that are suitable for driving Thailand forward.	Assertive

16	2 nd May 2023	On the second stage, “Khun Suek Prachanban”, a group of senior political veterans representing various political parties present the main strategies and policies used by each competing party to campaign. They will explain the reasons for choosing their strategies - policy in the last stretch of the campaign and debate with representatives from other political parties on political, economic and social issues. The third and final session is entitled: “General Vision and Promises”.	Assertive
17	2 nd May 2023	Mother-of-two Paetongtarn will hold a press briefing at the hospital on May 3 as the public awaits her views on her father Thaksin’s post to return to Thailand and on election campaigning.	Assertive
18	3 rd May 2023	United Thai Nation PM candidate Gen Prayut Chan-o-cha pleaded to voters in Chonburi on Tuesday saying people may call him a “security guard” but shouldn't leave him.	Assertive
19	3 rd May 2023	Political cartoon by Arun Watcharasawat for Matichon, a sister daily of Khaosod English, on vote buying. Caption reads: “Selling votes is accepting money from a snake to destroy the future.”	Declarative
20	3 rd May 2023	Paetongtarn Shinawatra said she needed the first week to rest, but her newborn son would be a great support to her.	Assertive

21	3 rd May 2023	Pheu Thai Party PM candidate Srettha Thavisin welcomes a delegation 15 EU member state ambassadors led by EU Ambassador to Thailand David Daly on Wednesday at the party HQ.	Expressive
22	3 rd May 2023	Srettha said the EU is the second largest investor in Thailand and the third largest export market for the kingdom and he hopes businesses from the EU can invest in new economic zones which is part of the party policies. The four zones are Bangkok, Chiang Mai, Khon Kaen and Hat Yai.	Expressive
23	3 rd May 2023	Srettha said he look forward to fostering greater tie between Thailand and the EU and speed up the FTA negotiations which was halted in the years under the military junta.	Assertive
24	3 rd May 2023	The Election Commission on Wednesday demonstrates its preparedness to facilitate physically handicapped people to vote during the upcoming general election	Assertive
25	3 rd May 2023	Election campaign signs from various parties installed along the trees and light poles along the footpath Ratchadapisek Road, at the intersection of Prachanukul. This is another point where the sign of faces is very crowded.	Assertive

26	4 th May 2023	Bangkok governor Chadchart Sittipunt said Thursday CCTV cameras have been installed around 33 precincts where ballot boxes are being stored ahead of the advance voting this Sunday to ensure the integrity of the ballot papers. Chadchart added he seeks a permission from the Election Commission to allow the public to help monitor the video footage from these cameras.	Assertive
27	4 th May 2023	A campaign poster from New Society Force Party, a little-known party, says it will remove people blacklisted by the Credit Bureau from the list and support villagers to observe the five Buddhist precepts if elected	Assertive
28	4 th May 2023	Move Forward Party PM candidate Pita Limjaroenrat led a rally at Victory Monument Thursday afternoon.	Assertive
29	5 th May 2023	Pheu Thai Party PM candidate Srettha Thavisin led a major rally in Bang Khae district of Bangkok Wednesday afternoon. It came less than a day before Move Forward Party PM candidate Pita Limjaroenrat says the growing popularity of his party means they're now projecting 160 MP seats instead of about a hundred.	Assertive
30	5 th May 2023	Pheu Thai hopes to win more than 250 seats.	Expressive

31	5 th May 2023	Caretaker Deputy PM Wissanu Krea-ngam who's in charge of legal advice said on Wednesday a minority government may be formed "if inevitable" adding that it can then attract defections from some MPs within days and eventually become a majority government.	Assertive
32	5 th May 2023	Leader of Progressive Movement Piyabutr Saengkanokkul on Thursday warns conservative parties not to try to form a minority government with the help of votes from junta-appointed senators.	Expressive
33	5 th May 2023	Piyabutr said at Move Forward Party rally in Nonthaburi province that caretaker Deputy PM Wissanu Krea-ngam will see what "hell is like" if they don't listen to the voices of the voters. Wissanu, who's in charge of legal affairs, said on Wednesday a minority government may be formed "if inevitable" adding that it can then attract defections from some MPs within days and eventually become a majority government.	Assertive
34	5 th May 2023	Election Commission secretary general Sawaeng Boonme said Friday the Commission has to print 4.9 million extra ballot papers "in case of an emergency". Fifty-two point two million Thais are eligible to vote, and the EC has printed 57.2 million ballot papers.	Assertive

35	5 th May 2023	Sawaeng gave three reasons to justify the move. First, he said each poll station is given one extra ballot paper book because ballot paper is not distributed by a single sheet but by one book of papers as the lowest unit and that's amounts to two million extra ballot papers. Second, another set of extra ballot papers are reserved for EC staff and volunteers so they can vote at the place where they're on duty on the election day. Third, extra ballot papers were needed for election abroad.	Assertive
36	5 th May 2023	Sawaeng gave an example of the political upheaval in Sudan where 100 ballot papers were lost because 96 Thais fled the country in haste and will have to vote in Thailand instead.	Assertive
37	5 th May 2023	The United Thai Nation Party on Friday released photos and a video clip of its PM candidate, Gen Prayut Chan-o-cha, in a casual setting taken at his residence inside a military camp in Bangkok.	Declarative

38	5 th May 2023	<p>Out of the blue but less than 10 days before the general election, the Royal Thai Army on Friday posted a VDO clip of its band performing a well-known anti-communism song dated from the Cold War era entitled “Burden to the Nation” (Nak Paen Din). On Monday, Thanathorn Juangrungruangkit, leader of Progressive Movement told Matichon if another military coup is staged, the ending won’t be the same as in the past. Two former 2014 coup leaders, Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan, are running for PM post but both trailing far behind candidates from the opposition camp in most polls.</p>	Directive
39	6 th May 2023	<p>Election Commission secretary general Sawaeng Boonme said Friday the EC will focus on the upcoming general election first and not dwell on the speculated “big news”. The move came after election commissioner Pakorn Mahannop said on Tuesday there will be an announcement about big news in a day or two. The remark led to speculations that there the EC might take up a party dissolution case against one of the major opposition parties.</p>	Assertive

40	6 th May 2023	“Today, I am ready to become Thailand’s 30 th Prime Minister.” I don’t want to be Prime Minister only to have that title. I’m standing and coming here because I want to be the prime minister who brings about positive change. I wouldn’t be here if I couldn’t make a difference.,” said Pheu Thai Party PM candidate Srettha Thavisin	Commissive
41	6 th May 2023	Srettha Thavisin led a major rally in front of the Siam Paragon in Bangkok on Friday evening	Assertive
42	6 th May 2023	Thanathorn Juangroongruangkit of the Move Forward Party went on the stage in Samut Prakan Province on Friday evening. It is another place where many people come to show their support.	Assertive
43	6 th May 2023	Thanathorn stated that he hoped the Move Forward Party will lead the formation of a government. However, the Election Commission of Thailand, is the most formidable opponent since there are issues at every stage, from public relations to vote counting. He is also concerned about the May 7 advance election.	Assertive
44	6 th May 2023	Pheu Thai and Move Forward parties are not competing with each other for votes but have a clear support base and the vote will also reflect democratic ideology.	Assertive

45	6 th May 2023	Former massage parlour tycoon turned anti-marijuana campaigner Chuwit Kamolvisit showed up at a Pheu Thai rally at Parc Paragon Friday and endorsed PM candidate Srettha Thavisin who vows to reverse the de facto decriminalization of marijuana for recreational purposes.	Commissive
46	6 th May 2023	The Royal Thai Army has removed its Facebook posting of a Cold War era anti-communism song hours after it was posted on Friday afternoon. Many interpreted the move as it came less than 10 days before the general election. The well-known anti-communism song entitled "Burden to the Land" (Nak Paen Din) was composed by an army colonel back in 1975. Many construed it as a reference to the Move Forward Party which is gaining more popularity in various polls over the past week and is the only major party seeking to amend the controversial lese majesty law.	Assertive
47	6 th May 2023	The party also vows to downsize the armed forces and end compulsory military conscription if elected to government.	Commissive

48	6 th May 2023	<p>The performance of the band took place with the backdrop of a black and white portrait of the late King Rama IX, a musician, on the wall. Part of the performance was saved by some netizens, and one was posted on TikTok. On Monday, Khun Thanathorn Juangrungruangkit, leader of the Progressive Movement told Matichon if another military coup is staged, the ending won't be the same as in the past. Two former 2014 coup leaders, Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan, are running for PM post but both trailing far behind candidates from the opposition camp in most polls.</p>	Assertive
49	6 th May 2023	<p>Caretaker Deputy PM Wissanu Krea-ngam, in charge of legal advice, said on Saturday he didn't try to suggest that political parties which gained less MP seats after the general election should form a minority government. Wisanu said his comment on Wednesday that a minority government may be formed "if inevitable" and attract defections from some MPs within days and eventually become a majority government was only a technical answer he gave in response to a reporter's question. To answer otherwise would be lying, Wisanu explained.</p>	Assertive

50	7 th May 2023	Even one MP candidate from Bhumjai Thai Party, the party which pushed for the decriminalization of marijuana for medical purposes, vows to rein in on unregulated use and sale of cannabis if elected in her Facebook post on Friday.	Commissive
51	7 th May 2023	Even the Election Commission is urging voters to cast their votes for the candidate they “love” and the political party they “like”. Political fandom culture is prevalent in Thailand and one can easily forget that in a democratic society, voters shouldn’t degrade themselves into becoming a fan of a political party or a politician – instead, they should vote for the party and candidate best suited to carry out the task in accordance with the voter's political ideology. Unfortunately, there are a lot of political fandoms on both sides of the political divide.	Assertive
52	7 th May 2023	Advance voting is underway Sunday morning a week ahead of the May 14 general election. At Siam Paragon, more than a few voters have shown up.	Assertive
53	7 th May 2023	People in many parts of Thailand came out to vote in advance on Sunday, ahead of the May 14 general election. According to the Election Commission, there are 2,235,830 people who have registered to vote in advance on May 7.	Assertive

54	7 th May 2023	United Thai Nation Party releases a new campaign video on Sunday asking voters if they want Thailand to be different [as vowed by both Move Forward and Pheu Thai Parties]. The party asks if voters want Thai culture to be uprooted and people dragged into the black hole of hatred. In the video, southern Thailand is in a critical state as it was attacked by an unidentified force leading to a prepared evacuation of locals while the country no longer has compulsory conscripted soldiers. In another example, a young woman told her mother it's the right of her "body" to sell her body through online videos for money and more.	Declarative
55	8 th May 2023	Mr. Srettha Thaweesin, Pheu Thai Party's prime ministerial candidate, along with Dr. Pakpilai Thaweesin, his wife, Nob Naphat Thaweesin, their son, and Pheu Thai Party's MP candidates joined the campaign rally, meeting people at Chatuchak Market and the Fresh Market Organization for Agricultural Market (Or Tor Kor) on Sunday. Many people and merchants were interested in asking for a selfie with Mr. Settha. In addition, representative groups of entrepreneurs within the market came to talk with suggestions and demands that if the party became government, they should solve the problem of high-priced panel rentals.	Assertive

56	8 th May 2023	Election Commission secretary general Sawaeng Boonme admitted on Sunday their staff have filled up wrong constituency number during advance general election of about 100 ballot papers in Nonthaburi province, but the situation has been rectified.	Assertive
57	8 th May 2023	A poster from United Thai Nation Party which nominates former-junta leader Gen Prayut Chan-o-cha as PM: “You must protect the country not democracy for the country must come first as if there's no nation, democracy is nothing.”	Assertive
58	8 th May 2023	A blind voter said an election official didn't allow his girlfriend to accompany him inside the voting booth during the advance voting on Sunday like in the past and the official marked the ballot paper on his behalf and didn't allow him to touch the ballot paper to check the location of the marking, leading to [possible] vote for the wrong party and MP candidate. “He didn't speak in a language that's easily understood,” said the man who was quoted on a Facebook community page of Lamlookka district in Pathum Thani province.	Assertive
59	8 th May 2023	The hashtags #ECTtobejailed and #whatgowehaveECTfor became increasingly popular.	Assertive

60	9 th May 2023	Thai Sang Thai Party is trying to present itself as an alternative to the ex-military rulers as well as pro-democracy parties that attract fierce opposition by royalist conservatives by promising in its latest campaign posters installed on Monday that they will seek to avoid both political conflicts and a return of both Gen Prayut Chan-o-cha and Gen Prawit Wongsuwan.	Assertive
61	9 th May 2023	Ousted and fugitive former premier Thaksin Shinawatra tweeted from exile on Tuesday morning Bangkok time saying he will return to Thailand by July before his July 23 birthday. "Please pardon me again... It's been 17 years that I have been separated from my family and I'm already old," the 73-year-old Thaksin wrote.	Assertive
62	9 th May 2023	Pheu Thai Party PM candidate Paetongtarn Shinawatra said during a broadcasted interview on Monday the party is open to forming a coalition with Move Forward Party, but the party will wait to see the election results on Sunday first. The remark came amidst growing tension and rivalry between the two opposition parties led to many acrimonious attacks by supporters of the two parties over the past weeks.	Assertive

63	9 th May 2023	The United Thai Nation Party is under criticism for using Rama VIII Bridge as a backdrop for their laser campaign projection. Deputy spokesperson of the party, Tipanan Sirichana claims on Tuesday she did it by herself, but a leaked letter dated Monday shows she made the request on behalf of the party.	Assertive
64	9 th May 2023	Bangkok governor Chadchart Sittipunt said Tuesday City Hall has failed to look into the details of the letter seeking to have the United Thai Nation Party campaign message projected on Rama VIII Bridge and has now ordered it be stopped. "We insist that City Hall gave no preferential treatment to any particular political party, but it was a misunderstanding... We have it stopped once we knew about it," the governor said.	Assertive
65	9 th May 2023	Election Commission chairman Ittiporn Boonpracong said Tuesday he and his fellow commissioners are ready to face any possible charge of dereliction of duty. The remark came amidst growing discontent regarding how the EC handled the advance election on Sunday and more. Some are calling Ittiporn and others, who were approved by a now-defunct junta-appointed assembly, to be imprisoned.	Assertive

66	10 th May 2023	Election Commission secretary-general Sawaeng Boonme said on Tuesday the use of laser guns to project the Election campaign message on Rama VIII Bridge by the United Thai Nation Party is not against the election laws.	Assertive
67	10 th May 2023	United Thai Nation Party MP candidate for Srakaew province's district 2 Sutthirak Wanpenh has all his campaign posters removed on Tuesday.	Assertive
68	10 th May 2023	Sutthirak Wanpenh said the party has refused to honour the agreement to fund his campaign. "I've advanced several hundred thousand baht., this is like political execution," said the veteran MP, adding that some 50 MP candidates from the party are still waiting for the funding as well and he's now deeply in debt.	Assertive
69	10 th May 2023	Mr. Pita Limjaroenrat, the leader of the Move Forward Party, stated in an interview that he was not worried about the fact that he owned media shares (ITV), after Mr. Ruangkrai Leekitwattana announced that he would file a petition with the Election Commission on May 10 to investigate whether Pita violated Article 98(3) of the constitution.	Declarative

70	10 th May 2023	The leader of the Move Forward party said he would not lose focus in the final five days of campaigning. He was confident that this would not be the same situation as that of Mr. Thanathorn Juangroongruangkit, the previous leader of the Future Forward Party, which was disbanded in 2019 due to holding media shares.	Assertive
71	10 th May 2023	Pita also said that his ITV stake is a matter for the estate. He was just an inheritance manager that he used to clarify the National Anti-Corruption Commission (NACC) since 2019.	Assertive
72	10 th May 2023	Ousted and fugitive former premier Thaksin Shinwatra tweeted again on Tuesday saying he's willing to face the justice system when he returns home to Thailand by July, adding Gen Prayut Chan-o-cha would still be caretaker PM at the time. "Don't worry about me being a burden to the Pheu Thai Party. I will face justice the day I return. The Prayut government will still be serving as caretaker government. This is my decision, stemming from my love and attachment to my family, the motherland, and our sovereign."	Assertive
73	10 th May 2023	Some campaign posters in Bangkok are either vandalised or in disarray a few days ahead of May 14 general election.	Assertive

74	10 th May 2023	Following our tweet Wednesday morning about campaign posters being vandalised or in disarray, United Thai Nation Party MP candidate for Bangkok Pacharanant Kosolsombatnont replied saying: “It is evident that the posters of my political party, the United Thai Nation Party, has been intentionally targeted, and this disarray was not a result of happenstance.”	Assertive
75	10 th May 2023	BREAKING: Former senator Ruangkrai Leekitwattana filed a petition with the Election Commission on Wednesday asking the EC to quickly rule before the general election whether Move Forward PM candidate Pita Limjaroenrat lacks the qualifications to run for office due to his owning media shares (ITV) or not. He said he spent 5 days and several thousand baht investigating and Pita has acknowledged owning the share.	Assertive
76	10 th May 2023	Since Move Forward Party only submitted one PM candidate name although the law allows for up to three, the party will be without a PM candidate if Pita is disqualified due to his holding of media shares (ITV).	Assertive

77	10 th May 2023	Pheu Thai Party PM candidate Srettha Thavisin said on Wednesday the 10,000-baht digital money giveaway promised by the party will kick-start the economy and redistribute wealth to the provinces after eight years of economic stagnation under Gen Prayut Chan-o-cha.	Commissive
78	10 th May 2023	United Thai Nation Party PM candidate Gen Prayut Chan-o-cha apologised on Wednesday to voters if he didn't work quickly enough over the past years as PM but "things will improve" if he's re-elected on Sunday. Prayut added he's a soldier who speaks the truth and acts accordingly.	Expressive