A COMPARATIVE CORPUS IN NEWS ARTICLES DISCOURSE ON THE DEATH OF HIS MAJESTY THE KING OF THAILAND*

Natthicha Chansri[1], Yuttachak Lamjuanjit[2]
Department of Humanities and Social Sciences,
Roi Et Rajabhat University[1,2]
Email : yuttachak@reru.ac.th

ABSTRACT

The present study was undertaken to facilitate comprehension of the ideological content conveyed through the lexical elements present in texts. Because ideology is embedded in language, discourses used in newspapers construct a narrow ideological perspective for the readers to interpret subjects and events. On the basis of news articles from The Bangkok Post, The Nation, The BBC, and The CNN that associated with His Majesty the King Bhumibol Aduljadet, the study investigated which discourses and keywords associated with His Majesty the King Bhumibol Aduljadet occurred frequently in each newspaper. Findings suggested that a keyword analysis pointed to frequent discourses on emotion in The Bangkok Post and The Nation, and on politics in The BBC and CNN. Because of their ideological differences, the newspapers constructed a reality, surprisingly; the subject was presented in very different ways.

Keywords : His Majesty the King Bhumibol Aduljadet; News articles; Corpus linguistics; Discourse; Ideology

1. Background and Problem Statement

In today's communication, the media play a central role in informing the public about current events in the world, particularly in the content that people do not possess direct knowledge or experience and journalists often use newspapers as platforms to reach people. Therefore, what is written about the King in news articles can affect the public perception.

The ideologies and opinions of newspapers are usually not only personal, but also social, institutional or political (Van Dijk, 1998). Fairclough (1989) argues that, since media discourses, especially newspaper, are designed for mass audiences and the

individual is unknown, newspapers address an ideal subject for interpreters to interpret the text using the right presumptions. The effective ideology of newspaper depends on an ability of the readers to connect their common-sense background to discourse and other forms of social action. (Fairclough, 1989). Because the readers themselves interpret the text by their common sense, thus, ways of constructing texts affect the ideological operation between text readers and the journalists (Fairclough, 1989). This study aims to investigate which discourses and keywords occur frequently in news articles from four newspapers that cover His Majesty the King Bhumibol Aduljadet. The newspapers that will be used are two major English newspapers in Thailand, The Bangkok Post and The Nation and two international newspapers, The BBC and The CNN. Critical discourse analysis will be used in this study to investigate how discourse practices, events and texts are ideologically shaped by and reflected in language (Rahimi & Riasati 2011). In addition, the writer marks all language and discourse with ideological values independently (Fowler, 1991). Newspapers are; thus, associated with ideology. This leads to this study that the words used in news articles show certain ideological discourses.

2. Research Questions

The research questions were as the followings:

2.1 Which keywords associated with His Majesty the King Bhumibol Aduljadet are frequently used in The Bangkok Post and The Nation compared to The BBC and the CNN?

2.2 Which keywords associated with His Majesty the King Bhumibol Aduljadet are frequently used in The BBC and The CNN compared to The Bangkok Post and The Nation?

2.3 What type of discourses about His Majesty the King Bhumibol Aduljadet can be identified in the four different newspapers?

3. Research Objectives

The purpose of this study was to compare news articles that dealt with His Majesty the King Bhumibol Aduljadet from The Bangkok Post and The Nation to The BBC and The CNN in order to investigate which keywords and discourses were used in the news articles from each newspaper. To analyze this, a mix-method approach of qualitative and quantitative analysis will be used. Corpus linguistic software will be used to analyze lexical frequent keywords in the four newspapers, and critical discourse analysis will be used to investigate the contexts of keywords.

4. Research Benefits

This study demonstrates its significance in several areas. By examining the use and contextualization of keywords and keywords in contexts in Thai and international newspaper, the study provides valuable insights into how language constructs cultural, political, and ideological discourses. By analyzing differences in keyword usage and context, the study promotes media literacy, enabling readers to critically assess how language reflects underlying ideologies and biases. In addition, it serves as an educational resource for students and educators, offering practical examples of how media discourse varies across cultural and geopolitical contexts. The study also promotes the field of Critical Discourse Analysis (CDA) by demonstrating the power of collocations and keyword in contexts in ideologies in media texts. For journalists, the study emphasizes the need for culturally informed reporting practices, particularly when covering sensitive topics in international contexts. Lastly, the comparative study emphasizes on how language use in media varies between domestic and international contexts.

5. Research Methodology

The material selection process and the methods used when conducting the analysis will be described in this section.

5.1 Material

Four newspapers are selected to analyze linguistic corpus that is written on His Majesty the King Bhumibol Aduljadet. The two newspapers The Bangkok Post and The nation were selected because they are two major English language newspapers in Thailand. The others, The BBC and The CNN, were selected due to their international broadcasting and foreign news bureau and correspondents in almost every country in the world (Henery, 2010). The material that is used in this study consists of news articles written on His Majesty the King Bhumibol Aduljadet's health and his passing from The Bangkok Post, The Nation, The BBC and The CNN.

5.2 Methodology

The corpus linguistics approach and critical discourse analysis is used in the study. In this study, the news articles from the four newspapers build the main corpora which are then used in a lexical analysis. They consist of 6,082 tokens of 12 Thai newspapers, 2,738 tokens of 5 British newspapers and 3,762 tokens of 5 American newspapers written on the King's health and his passing. The names of the authors, the bylines, and the names of the newspapers are excluded because they are not relevant to the study, only the headlines and bodies of the news articles are analyzed.

After the corpora are compiled, the news is transformed in to .txt files and analyzed by the free software Antconc 3.4.4 to measure the frequency of words used in the news articles. The software is enabled to analyze keywords, show word clusters, collocations, and keywords in contexts and provide concordance lines for further analysis. Frequency lists are developed in order to figure out what to focus on (Baker, 2008). Therefore, ten frequent words occur in each newspaper when compare to the other newspapers were selected.

In this study, AntConc is used to compare the corpora from the Thai newspapers with British and American newspapers in order to determine which words have high frequencies when they were chosen to represent His Majesty the King of Thailand. The most frequent keywords are selected and put into context using the concordance lists in AntConc in order to establish how the words in the frequency lists are used in sentences, and to form what they refer to.

Using AntConc to analyze keywords is connected with a more qualitative approach, in order to study a small selection of the whole texts. A qualitative study is a useful complement to frequency lists as they lead us to a direction of the important themes and they provide us with patterns in languages (Baker, 2006). In order to develop this qualitative approach, critical discourse analysis is used to reveal the varieties of discourse of the study. More specifically, the ideologies of His Majesty the King Bhumibol Aduljadet from Thai, British and American newspapers are studied.

6. Research Results

First keywords for the newspapers are presented and put into context and then the study will turn to the closer analysis of discourses and ideologies.

6.1 Keywords

In this study, a keyword means a word that occurs more often in a study corpus than the frequency of the same word in a reference corpus (Baker, 2008). The keyness-value as shown in Tables 1–8 is calculated by log-likelihood. This means that the frequency of a word is calculated in both the main corpus and in the reference corpus and then the absolute difference between the two frequencies is calculated (Renstrom, 2011). Therefore, high keyness number indicates that the word in the main corpus from the calculated frequency and is a good content indicator for the corpus.

6.1.1 The comparison of The Bangkok Post and The Nation and The BBC corpus

Table 1. The ten most frequent words in The Bangkok Post and The Nation corpus compared to the BBC.

Rank	Freq.	Keyness	Word
1	79	33.577	Majesty
2	40	23.744	she
3	33	19.589	yesterday
4	62	14.828	I
5	21	12.466	love
6	21	12.466	recovery
7	66	12.08	people
8	18	10.685	her
9	45	9.879	pink
10	14	8.311	wearing

Table 2. The ten most frequent words in The BBC corpus compared to The Bangkok Post and The Nation.

Rank	Freq.	Keyness	Word
1	31	55.046	Bhumibol
2	26	30.415	Thailand
3	10	27.188	died
4	8	21.751	political
5	10	21.08	military
6	79	19.941	in
7	6	16.313	coup
8	5	13.594	against
9	5	13.594	Thaksin
10	8	12.93	official

As Table 1 and 2 shows, The Bangkok Post and The Nation use certain pronouns such as she, I, and her more frequently than the BBC, whereas grammatical words such as in and against in BBC occur more often than that in The Bangkok Post and The Nation.

Table 3. The ten most frequent lexical words in The Bangkok Post and The Nation corpus compared to the BBC.

Rank	Freq.	Keyness	Word
1	79	33.577	majesty
2	21	12.466	love
3	21	12.466	recovery
4	66	12.08	people
5	45	9.879	pink
6	14	8.311	wearing
7	106	8.04	said
8	12	7.123	best
9	12	7.123	Passing
10	12	7.123	procession

Referring to Table 3, we can see that the word Majesty which is an address term of the King invokes more often in The Bangkok Post and The Nation. The words love and recovery is used to refer strong feeling of Thai people to their King. The Bangkok Post and The Nation focus more on people which is used to points out that they are Thai citizen of the King of Thailand. The words pink and wearing as well as the word best and wishes are often collocated. The Bangkok Post and The Nation point us in the direction of a focus on expressing Thai people's feeling for their King by using the word said. It can be seen from the Table 3 that The Bangkok Post and The Nation have more euphemistic words than The BBC does, as the word passing is used instead of the word death. The word procession is used to refer the funeral ceremony of the King.

Table 4. The ten most frequent lexical words in The BBC corpus compared to The Bangkok Post and The Nation.

Rank	Freq.	Keyness	Word
1	31	55.046	Bhumibol
2	26	30.415	Thailand
3	10	27.188	died
4	8	21.751	political
5	10	21.08	military
6	6	16.313	coup

Rank	Freq.	Keyness	Word
7	5	13.594	Thaksin
8	8	12.93	official
9	4	10.875	acceded
10	4	10.875	coups

As can be seen in Table 4, the word Bhumibol is used as an address term of the King of Thailand. The most frequent lexical word in The BBC shows us that the word Thailand is used to represent the country, especially the country of the King. In The BBC, the words died, which shows less polite, is used instead of the word passing in The Bangkok Post and The Nation. The words acceded and official show that The BBC leads us to figure out on the general information and the situation of mourning period of the King. It seems as if The BBC focuses more on political issues such as political, military, coup and coups. The BBC invokes the names of the politicians Thaksin more often when discussing political bodies during the King's reign.

6.1.2 The comparison of The Bangkok Post and The Nation and The CNN corpus

Table 5. The ten most frequent words in The Bangkok Post and The Nation corpus compared to the CNN.

Rank	Freq.	Keyness	Word
1	79	42.869	Majesty
2	33	25.833	yesterday
3	45	19.547	pink
4	21	16.439	recovery
5	18	14.091	her
6	40	13.523	she
7	15	11.742	good
8	106	11.636	said
9	27	11.09	my
10	21	10.558	about

Table 6. The ten most frequent words in The CNN corpus compared to The Bangkok Post and The Nation.

Rank	Freq.	Keyness	Word
1	16	36.075	political
2	21	23.441	Bhumibol
3	28	20.623	Thai
4	6	13.528	unstable
5	8	12.541	military
6	9	11.427	death
7	5	11.273	m
8	5	11.273	remove
9	5	11.273	society
10	5	11.273	Thaksin

According to Table 5 and 6, we can see that certain pronouns and grammatical words such as her, she, my and about in The Bangkok Post and The Nation occur more often than the CNN. There are merely pronouns and grammatical words appeared in The CNN except the m which is indicating time. Although it is interesting to analyze further, they are focused in this study, as they say more about the writing stylistics and addressing the audience than the ideologies on the King of Thailand in the news articles. Therefore, all of the pronouns and grammatical words are ignored from the lists and focus more on the most frequent lexical words as in Table 7 and 8.

Table 7. The ten most frequent lexical words in The Bangkok Post and the Nation corpus compared to the CNN.

Rank	Freq.	Keyness	Word
1	79	42.869	Majesty
2	45	19.547	pink
3	21	16.439	recovery
4	15	11.742	good
5	106	11.636	said
6	12	9.394	late
7	66	9.035	people
8	38	8.224	health

Rank	Freq.	Keyness	Word
9	10	7.828	come
10	10	7.828	district

Table 7 shows that the word Majesty which is used as a term of address of the King invokes more frequent in The Bangkok Post and The Nation. It often collocates with the pronoun His. This is similar keyword occurred when comparing to The BBC corpus. In addition, it can be seen from the Table 7 that the word late is frequently collocated with the word King which it is used to address His Majesty the King of Thailand. The word pink refers to a color helping promote the King's well-being. Referring to the King's health, the words recovery, good and health are presented. It can be seen that the words good and health are often collocated. Similarly, when comparing to The BBC corpus, The Bangkok Post and The Nation focus more on the word people in order to shows the strong relationship between Thai citizen and the King of Thailand and using the word said to represent Thai people's feeling for their King. The words come and district mean that Thai people nationwide gather together to show their respect to their beloved King.

Table 8. The ten most frequent lexical words in The CNN corpus compared to The Bangkok Post and The Nation.

Rank	Freq.	Keyness	Word
1	16	36.075	political
2	21	23.441	Bhumibol
3	28	20.623	Thai
4	6	13.528	unstable
5	8	12.541	military
6	9	11.427	death
7	5	11.273	remove
8	5	11.273	society
9	5	11.273	Thaksin
10	19	10.852	Thailand

Table 8 shows that The CNN addresses the King of Thailand by using the word Bhumibol. The word Thailand means the country, especially the country of the King and his people. The word Thai frequently collocates with the word King, people, politic

and society. In The CNN, the words death is used instead of the word passing which often occurred in The Bangkok Post and The Nation. The words remove and unstable show that The CNN leads us to figure out more on the King's health. The most frequent lexical word in The CNN shows us that it seems The CNN also focuses more on political issues such as political and military and The CNN raises the names Thaksin, the politicians, more frequent when discussing political bodies during the King's reign.

However, keywords seem merely not to lead us much onto the ideologies and the discourses of the news articles in which they appear. The contexts in which the keywords appear contribute a wider understanding of what type of discourse about His Majesty the King of Thailand identified in the four different newspapers.

6.2 Keywords in Context

AntConc is designed to provide a list of concordances and collocations which are quicker to see how keywords are used in the news articles. In order to study how the keywords are generally used in the news article written on His Majesty the King of Thailand's health and passing, it is important to study the context of the words.

The keywords Majesty is almost exclusively collocated with the word his which is the title of His Majesty the King and frequently followed by the word the King, campaign, health, recovery, condition, passing, and contribution, implying that there is a strong focus on the way Thai people address their King with the highest honor and a great concern for their King in The Bangkok Post and The Nation. This supports the ideology and discourse on address and feeling in The Bangkok Post and The Nation, which does not seem to exist in the BBC and the CNN. It can be said that the highest respect the beloved King and These following examples show the keywords in contexts of the discourse of feeling:

(1) reciting prayers to wish His Majesty the King good health

(2) the rain to wish His Majesty a speedy recovery from his illness

(3) the "Wear Pink for His Majesty" campaign on social media.

On the other hands, the word Bhumibol in The BBC and The CNN is used to address the King of Thailand. It is always collocated with the word King and Adulyadej. Without either the title of the address term of His Majesty the King Bhumibol Aduljadet or the word King or Adulyadej, noticeably in The BBC and the CNN, the word Bhumibol is used merely when the political issues are discussed as in the following examples:

(4) Under Sarit's dictatorship, Bhumibol set about revitalising the monarchy (The BBC)

(5) Bhumibol dramatically intervened in Thai politics in 1973 (The BBC)

(6) Bhumibol intervened again in 1992, when dozens of demonstrators were shot after protesting against an attempt by a former coup leader (The BBC)

(7) But amid the political instability of recent years, Bhumibol's health began to fade (The CNN)

(8) Bhumibol reigned over more than 20 prime ministers, more than a dozen coups (The CNN)

(9) the first few decades of Bhumibol's reign, the day-to-day running of the country was dominated by the Thai military (The CNN)

This can be implied that when addressing His Majesty the King Bhumibol Aduljadet's term in The BBC and The CNN, an important theme in the new articles associated with the King is the political issues. Thus, discourse on politic is discussed more in The BBC and The CNN on the His Majesty the King of Thailand. Continuously, As Fairclough (1989) argues that ideological differences of representation of texts in the world are coded in their vocabulary", the similar keywords occurred in The BBC and The CNN are political, military and Thaksin. This supports the underlying ideology of The BBC and The CNN focus more on the political issues when discussing about the King of Thailand as the following examples:

(10)…reigned through an era of rising prosperity and frequent political turmoil. (The CNN)

(11) The largely rural and populous northeast of the country, a region in which Bhumibol worked enthusiastically to promote agricultural and social development, has experienced rising prosperity, creating a growing middle class. The northeast was also a bastion of support for Thaksin, whose populist policies helped generate a political movement that unsettled the established elites. (The CNN)

(12) He was viewed by his subjects as a stabilising influence in a country that saw numerous military coups during his reign. (The BBC)

In addition, the keywords political most frequently occurs with the negative words such as turmoil, tension, violence, crisis, weapon, instability and chaos seeming to be brought up in negative political discourse during the King's reign as seen in examples:

(13) the country lurched between political crises and military coups (The CNN)

(14) he also intervened at times of heightened political tension (The BBC)

It is clearly indicated that The BBC and The CNN's ideology and discourse is about politic; however, in The Bangkok Post and The Nation show more on emotion discourse with Thai people and their beloved King. Comparing to The BBC and The CNN, the keyword pink refers an auspicious color for His Majesty the King's well-being. This can

be implied that Thai people concern and believe this helps improve the King's health. "I am wearing pink for my beloved King", "I wear pink to express my loyalty and deep concerns for HM the King's health". The word recovery often collocates with the words speedy and quick. It can be said that Thai people show their strong feelings of love, concern and respect to their beloved King's health.

Moreover, the keyword people mostly indicate the King's people due to his lifetime devotion to the people as in the following example:

(15) "I hadn't a clue until I learned to love my people through my contacts with them. I've come to be aware of their precious love. Through my work here, I've come to realise that my place in this world is being among my people, the Thai people." (The Bangkok Post)

The devotion of His Majesty the King Bhumibol Aduljadet for Thai people show that he loves his people and this is the reason of love of Thai people expressed to their King by the keyword said as in the following examples:

(16) "We wanted to convey the message to His Majesty the King that people nationwide have united in giving him encouragement and moral support, and hope that he will get better soon," Mr. Sanong said. (The Bangkok Post)

(17) "I feel empty and breathless,' said Boonwan Phrachankarn. (The Nation)

(18) She broke into tears when she first heard the announcement of His Majesty's passing. "I just cried out loud despite people looking at me," she said, adding that she was grief-stricken that she couldn't sleep at night. (The Nation)

(19) His Majesty the King is the heart of Thailand. Without this heart, I wonder how our country can move on," said Ms. Donnapha. (The Bangkok Post)

These contexts represent Thai people's deep feeling to the King about his health and his passing. As discussed by Fowler (1991), vocabulary categorization can bring its strong understanding of subjects and is relevant to deliver an ideological message to the readers. This is endlessly argued that ideological value and discourse that The Bangkok Post and The Nation conveying to the readers represent deep worry and sorrow that Thai people show to their beloved His Majesty the King Bhumibol Aduljadet's health and his passing.

6. Research Discussions

6.1 Keyword Analysis

An analysis of keyword compares the key lexical items across Thai and international newspapers, revealing distinct ideological narratives and cultural orientations. The high

frequency of pronouns is the best way to analyze the ideology of the king of Thailand in news articles because Thai cultural norms prioritize respect and emotional connection to the monarchy. Therefore, the use of high frequency of pronouns shows strong belief in the Thai king. This is in the same vein with Ali et al. (2017) indicating that personal and possessive pronouns were associated with positive representation to enhance its trust in the government. Moreover, The Thai news articles emphasize emotional discourse by frequently using words such as majesty, love, and recovery. These terms reflect the Thai people's admiration and emotional connection to their King. The euphemistic use of passing instead of death further exemplifies the newspapers' adherence to cultural sensitivities, as noted by Kakham (2018), who highlight how Thais use culturally appropriate language to convey respect. Additionally, the word *pink* is associated with campaigns for the King's well-being, reinforcing symbolic unity and collective beliefs. Pratoomchartpakdee and Boonprakarn (2015) found similar symbolic uses of the colors and expressions to foster national consensus. On the other hand, the BBC and CNN focus more on political issues, for example, the frequent use of political, military, and Thaksin. This reflects the Western media that they prioritize and criticize the governance and institutional issues. This should be noted that Western media often contextualizes Thai politics through a critical lens of democracy and power structures.

6.2 Keywords in Context

In this part, we examine how keywords in Thai and international newspapers construct different narratives about His Majesty the King of Thailand. In Thai newspapers, keywords like "Majesty" are strongly associated with terms such as "His," "King," "recovery," and "passing." These collocations signify strong respect and emotional unity, reflecting Thai cultural values for the monarchy. Examples such as "reciting prayers to wish His Majesty the King good health" and "the 'Wear Pink for His Majesty' campaign on social media" illustrate the emotional connection between the Thai people and their King. These findings are similar to the discourse analysis framework by Fowler (1991), which argues that vocabulary reflects cultural and ideological values.

Furthermore, euphemistic terms like "passing" instead of "death" underscore Thai newspapers' sensitivity to cultural norms, as highlighted by Ninpanit (2020). This contrasts sharply with international newspaper's more detached tone, emphasizing how language can evoke collective sentiments of unity and loyalty in Thai society. Conversely, in The BBC and CNN, keywords such as "Bhumibol" are frequently collocated with terms like "political," "military," and "coup." These associations

emphasize the King's role in Thailand's political landscape, showing him as a stabilizing influence during times of political turmoil. Examples like "Bhumibol dramatically intervened in Thai politics in 1973" reflect this narrative. This is in line with Van Dijk (2015) that international media often focus on political dimensions when representing non-Western issues.
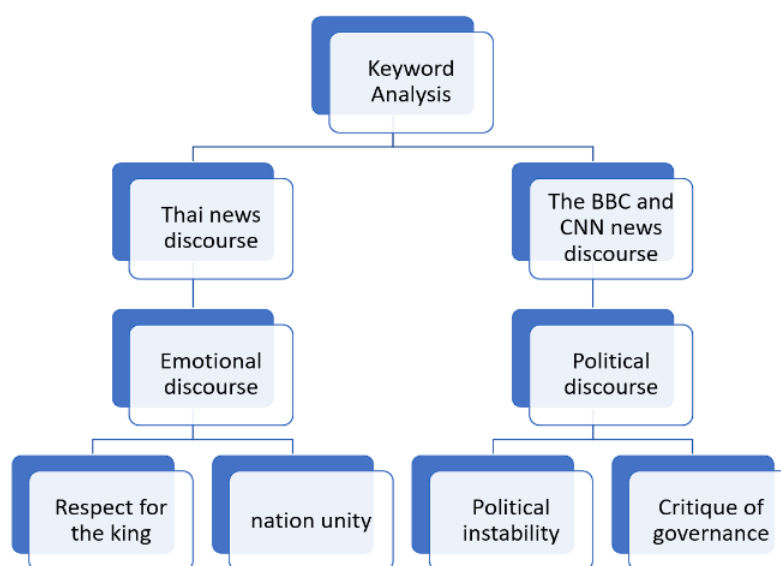
7. New Knowledge Gained

Figure 1 Keyword Analysis: Thai vs The BBC and CNN News Discourse

In conclusion, the analysis highlights how keyword analysis reveals ideologies in Thai king between Thai and The BBC and CNN news discourse. Thai news construct emotional discourses of respect for the king and national unity using language that fosters collective identity and respect for the monarchy whereas The BBC and CNN adopt a more detached and critical tone, emphasizing political dimensions. These findings demonstrate not only the importance of contextual analysis, but they also address sociopolitical instability and critique of governance in discourse studies.

8. Research Recommendation

8.1 Policy Recommendation

Government institutions, media and cultural organizations in Thailand should develop guidelines to balance cultural sensitivity and political transparency in media discourse. This involves promoting the respectful portrayal of the monarchy,

while ensuring that political and historical contexts are presented in an unbiased and comprehensive manner. International media should be encouraged to adopt culturally informed approaches when reporting on sensitive topics related to Thai society with promoting mutual understanding and reducing cultural misinterpretations.

  8.2 Implementation Suggestions

   Implementations from this study vary for four main sections. First, for Thai Media, training programs on workshops for journalists and editors on integrating cultural values into reporting while maintaining journalistic standards. Second, for International Media, cultural awareness training should be introduced for international journalists covering Thailand to increase awareness of Thai cultural values, norms, and sensitivities. Third, educational institutions should incorporate media literacy into education to help students critically analyze how different media represent cultural and political narratives. Lastly, academic and research collaborations between Thai and international universities should study the intersection of language, culture, and media.

  8.3 Suggestions for Further Studies

   Suggestions for further studies include scope of the study and the shifts of ideological framing of Thai king. The scope of analysis should be explored how other forms of media, such as social media platforms and visual content, represent the King of Thailand and related political contexts. Moreover, analyzing how the representation of Thai monarchy and political discourse has evolved in Thai and international media over an extended period to understand trends and shifts in ideological discourse should be investigated.

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