

## The Semiotic Analysis of Thai Social Contexts in Thai Post's News Articles

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**Abstract :** This paper investigates the implications of social and political contexts in Thai Post's news articles written by a columnist, Khon Plai Soy. Samples included twenty eight news articles published between 28th May 2015 and 28th June 2015 selected and analyzed according to Semiotics including implications, connotation, cultural politics, and Thai usage in newspaper articles. The data analysis can be divided into two parts; first, an analysis of signs/signifiers appearing in the articles and second, an analysis of the columnist's purposes. This study demonstrated representations of signs in the selected articles that were categorized into four groups: events, actions, persons, and organizations. In this study, implications of the news articles were analyzed in two aspects according to Semiotics. It was found that the columnist mostly points out purposes for education, facts, and personal opinions in his works. Also, he offers some solutions to problems discussed in the articles. The writer often explicated knowledge and facts in accordance with either his personal opinions or problem-solutions. According to the research result, studying the implications of news articles in the Thai Post based on the Semiotic approach can help clarify and understand connotative meanings in terms of contents and the writer's purposes. This paper can enhance readers' understanding of Semiotic implications through signs and meanings in the texts and thus be used as a model to explore other political news articles

**Keywords :** semiotic analysis, Thai social contexts, Thai Post's news, articles

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