

# **PRONOUNS, SOCIAL ACTORS, AND MODALITY TYPES OF POLITICS: A CORPUS- ASSISTED CRITICAL DISCOURSE ANALYSIS OF GENERAL PRAYUTH CHAN-O-CHA'S WEEKLY ADDRESSES IN TIMES OF POLITICAL CRISIS**

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# PRESENTATION OUTLINE

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- ✘ **Background of the Study**
- ✘ **The Thai Political Context**
- ✘ **Objective of the Study**
- ✘ **Overview of Related-Theoretical Frameworks**
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- ✘ **Research Methodology**
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- ✘ **Conclusion**
- ✘ **References**

# BACKGROUND OF THE STUDY

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- ✘ ‘...The language of politics... helps us to understand how language is used by those who wish to gain power, those who wish to exercise power and those who wish to keep power’ (Beard, 2002, p .2).

# BACKGROUND OF THE STUDY (CONT.2)



- ❑ Politicians ‘do politics’ through their discourses (Gadavani, 2002, p.1).



# BACKGROUND OF THE STUDY (CONT.3)



- ✘ van Dijk (1995, 2006), asserts that dominant ideology embedded in politically structured discourse is a powerful instrument to control the public's minds, beliefs, attitudes and actions. Thus, the language of politics is essentially aimed at persuading the audience to support and ultimately accept the perspective of the political leader.

# BACKGROUND OF THE STUDY (CONT.6)

- ✘ A number of previous studies have focused on linguistics, such as the stylistics, pragmatic functions, and rhetorical strategies and devices used in political speeches of elected politicians without the context of political crisis. These can be divided into three main categories:
- ✘ (1) The study of former and current American and British presidents and key political leaders such as George Bush's administration based on a corpus of official governmental documents, political speeches and statements (Bhatia, 2009), Barack Obama's speeches (Wang, 2010), George Bush and Barack Obama's political speeches (Viberg, 2011; Biria & Mohammadi, 2012; Sarfo & Krampa, 2013), Corpus-based analysis of George Bush and Barack Obama's political speeches of warfare (Trailovic, 2014), Corpus-assisted Analysis of Barack Obama and Hillary Clinton's primary speeches (Moustafa, 2015), and British Prime Ministers' political speeches such as the study of David Cameron's pre-election discourse (Ghachem, 2015).

# BACKGROUND OF THE STUDY (CONT.7)

- ✘ (2) the contrastive study of the former and current British, American, and key political leaders from various countries, such as George Bush and Tony Blair's English speeches, and Saddam Hussein and Osama Bin Ladin's Arabic speeches (Balfaqeeh, 2007) and George W. Bush's and Tony Blair's speeches on the "War on Terror" (Chantarawandi, 2010).
- ✘ (3) the study of former and current political leaders, and related study of political speeches from other countries such as Thai Parliament's no-confidence debates (Gadavanij, 2002), Nigerian President Goodluck Jonathan's declaration (Kamalu & Agangan, 2011), Malaysian Prime Minister Tun Dr. Mahathir Mohamad's political speech (David & Dumanig, 2011; Shukry, 2013), Iranian President Hassan Rouhani's United Nation's speech (Sardabi, Biria & Azin, 2014) and Obama's and Rouhani's speeches at United Nations (Sharififar & Rahimi, 2015).

# BACKGROUND OF THE STUDY (CONT.5)

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- ✘ In order to raise the Thai and international audiences' awareness of language employed in political speech, this current study intends to examine the language conveyed in the weekly addresses of General Prayut Chan-o-cha which are broadcast on the national television channels and officially published on the Thai government website.

# THAI POLITICAL CONTEXT

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- ✘ There is also political divide which is rooted in the two opposing political points of view, and often leads to the conflicts between the “Red Shirts” and “Yellow Shirts” (Pongsudhirak, 2015, p. 71).
- ✘ The current government of Thailand, led by General Prayut Chan-o-cha, seized power by launching a military coup d'état on 22 May 2014.
- ✘ This was done in order to control all situations concerned with political unrest which had been rooted in Thai society.

# THAI POLITICAL CONTEXT (CONT. 2)



- ✘ Reuters (2014) reported that the NCPO restricted civil and political rights, including a prohibition on political assembly.
- ✘ Censorship began immediately with suspension of all radio and television broadcasts and soldiers were deployed to newsrooms.
- ✘ Furthermore, soldiers have shut down hundreds of community radio stations and confiscated broadcasting equipment in all regional areas.

# THAI POLITICAL CONTEXT (CONT.3)



- ✘ On 29 May, the military government prohibited the dissemination of information which might be threatening to the national security, “criticism of the operations of the NCPO or its officials” and “mass media which might cause confusion or provoke further conflict or divisions within the Kingdom”.
- ✘ These actions were called “violations” and offenders might face criminal charges.
- ✘ Many protestors have been sent to “reeducation programs” (International Crisis Group, 2014, p.17).

# THAI POLITICAL CONTEXT (CONT.4)



People tend to believe what we like, what we want to believe, but sometimes we must listen to the other side, or look at the whole picture.

- ✘ Friday night weekly addresses, namely “Returning happiness to the people

# OBJECTIVE OF THE STUDY

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- ✦ To investigate the pronouns, social actors and relevant linguistic themes in relation with contextual factors, and modality types and degrees in order to reveal the discursive representation of the identities of General Prayut Chan-o-cha conveyed in the weekly addresses during his tenure as the head of the National Council for Peace and Order (NCPO), between May – September 2014.

# OVERVIEW OF THEORETICAL FRAMEWORKS

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**Fairclough's Critical Discourse Analysis (CDA)**

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graph TD; A[Fairclough's Critical Discourse Analysis (CDA)] --- B[Corpus-based methodology, namely AntConc]; A --- C[Related theoretical and analytical framework and methodology]; A --- D[Pronouns and social actors analysis]; C --- E[Modality system in the framework of Systemic Functional Linguistics (SFL)];
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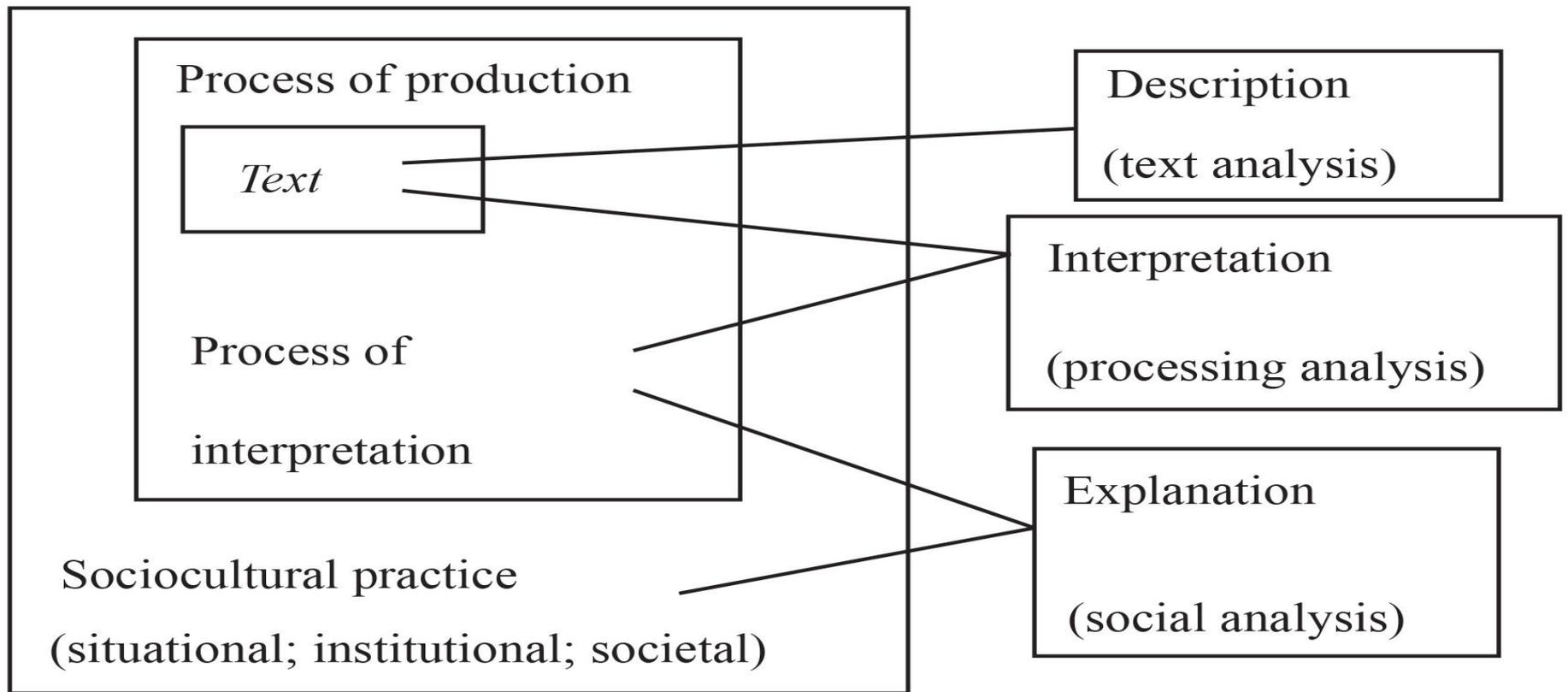
**Corpus-based methodology, namely AntConc**

**Related theoretical and analytical framework and methodology**

**Pronouns and social actors analysis**

**Modality system in the framework of Systemic Functional Linguistics (SFL)**

# FAIRCLOUGH'S CRITICAL DISCOURSE ANALYSIS (CDA)



- ✘ This present study employs the three-dimensional framework for critical study of weekly addresses of General Prayuth Chan-o-cha as follows;
- ✘ - a linguistic description of the language text,
- ✘ - interpretation of the relationship between productive and interpretative discourse processes and the text, and
- ✘ - an explanation of the relationship between the discourse processes and the social processes (Fairclough, 2010, p. 132-133).

# INTERRELATEDNESS OF CDA, SFL, AND CORPUS-ASSISTED APPROACH

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- ✘ CDA = linguistic features, discursive strategies, contextual factors
- ✘ Fairclough's (2010)'s three dimensional framework including textual identification, text production & interpretation, and explanation of its relationship to social structure.
- ✘ SFL = views language as means of making meanings and functions, particularly, lexico-grammatical choices.
- ✘ SFL = the main contributor of analytical tools for the kind of analysis carried out by CDA (Alameda-Hernandez, 2014, p. 162).
- ✘ CL = provide strongly data driven approach of a way in viewing of discourse and help develop the coding system.

# PRONOUNS AND SOCIAL ACTORS ANALYSIS

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- ✘ Pronoun analysis: Personal pronouns are words that are used to refer to participants that are judged by a speaker to be already present or active in the mind of the audience (Payne, 2011, p. 123).
- ✘ Pronouns can be employed either to foreground or to obscure responsibility and agency (Thomas et al., 1999, p. 52).

# FUNCTIONS OF PRONOUNS

**I = to express their identity and position as an individual politician. These will be used as a means of establishing rapport with the audience and shows a degree of personal involvement and commitment.**

**We = These referents range from we (self + one other) to we (self + humanity) and focus on collective identity or group membership in a political context.**

**Functions of  
Pronouns**

# DEGREES OF MODALIZATION

Types of Modalization	Degrees of Modalization		
	High	Median	Low
Probability	certainly, definitely, <u>must</u> , <u>can't</u>	probably, <u>will be</u> , <u>won't</u>	possibly, perhaps, <u>maybe</u> , hardly, <u>may</u> , <u>can</u> , <u>needn't</u>
Usuality	always, never	usually	sometimes, occasionally, seldom, rarely

# DEGREES OF MODULATION

Types of Modulation	Degrees of Modulation		
	High	Median	Low
Obligation	<u>must</u> , required to, have to, ought to, <u>can't</u>	<u>should</u> , <u>shall</u> , supposed to, <u>shouldn't</u>	<u>can</u> , <u>could</u> , <u>may</u> , <u>might</u> , allowed to, <u>needn't</u>
Inclination	determined to, <u>need to</u>	keen, <u>will</u> , <u>would</u> , <u>want to</u> , <u>won't</u> , <u>wouldn't</u>	willing, <u>can</u>

# DATA COMPILATION AND SCOPE OF THE STUDY

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- ✘ 15 speeches were downloaded from the official Thai government website at [www.thaigov.go.th](http://www.thaigov.go.th).
- ✘ Those based on when General Prayuth Chan-o-cha's tenure as the head of the National Council for Peace and Order (NCPO) (30th May – 5th September 2014)

# RESEARCH METHODOLOGY

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- ✘ The total number of dataset was stored in the AntConc software program to find out the frequency of wordlist and concordance lines for supporting evidence through the lens of CDA.
- ✘ Inter-coder reliability check: 25% of the whole corpora were randomly selected for re-assessment, 197 out of the 790 full expanded sentences.
- ✘ The result highlighted that the inter-rater agreement of the reliability check procedure was high, indicating 94.42 percentage of agreement.

# CORPUS-ASSISTED APPROACH

The screenshot displays the AntConc interface with the following components:

- Menu Bar:** Concordance, Concordance Plot, File View, Clusters/N-Grams, Collocates, Word List, Keyword List.
- Status Bar:** Word Types: 6242, Word Tokens: 95581, Search Hits: 0.
- Table:** A table with 4 columns: Rank, Freq, Word, and Lemma Word Form(s). The data is sorted by frequency.
- Search Bar:** Search Term: we will. Options:  Words,  Case,  Regex.
- Buttons:** Start, Stop, Sort, Advanced.
- Hit Location:** Search Only, 0.
- Lemma List:**  Loaded.

Rank	Freq	Word	Lemma Word Form(s)
1	6449	the	
2	3834	to	
3	3528	and	
4	3008	of	
5	1952	in	
6	1355	we	
7	1301	be	
8	1299	for	
9	1158	will	
10	1071	have	
11	962	a	
12	926	as	
13	916	on	
14	874	are	
15	846	is	
16	843	that	
17	796	not	
18	654	with	
19	612	people	
20	545	i	

- ✘ Screenshot of AntConc for the search-target word output of 'we' in word frequency list view

# CORPUS-BASED METHODOLOGY

The screenshot displays the AntConc interface with the following elements:

- Menu Bar:** Concordance, Concordance Plot, File View, Clusters/N-Grams, Collocates, Word List, Keyword List.
- Status Bar:** Concordance Hits 188.
- Table Headers:** Hit, KWIC, File.
- Table Content:** A list of 20 concordance hits. The search term 'we will' is highlighted in blue in the KWIC column. The File column lists source files like Pre-1.txt and Pre-2.txt.
- Search Bar:** Search Term: we will. Options:  Words,  Case,  Regex. Search Window Size: 50.
- Buttons:** Start, Stop, Sort, Advanced.

Hit	KWIC	File
1	ies that unlawfully favour specific individuals. We will only assign a working committee to	Pre-1.txt
2	will always be made to ensure transparency. We will adhere to fiscal prudence and not	Pre-1.txt
3	prudence and not overspend the national budget. We will also keep national debt in check.	Pre-1.txt
4	roject, and other public infrastructure projects. We will try to use normal fiscal processes	Pre-1.txt
5	the fiscal burden. As for state enterprises, we will try to improve and modernize them.	Pre-1.txt
6	will try to improve and modernize them. We will urgently develop renewable energy sources	Pre-1.txt
7	paving the way for the second phase. We will begin in all areas starting from	Pre-1.txt
8	nciliation and social harmony have been achieved, we will move to the third and final	Pre-1.txt
9	is legal and accepted by all sides. We will modernize existing rules and regulations i	Pre-1.txt
10	in the world will work in Thailand. We will try to return to the use	Pre-2.txt
11	resolved? There may be new protests and we will have to use force to suppress	Pre-2.txt
12	erver, a facilitator and an information provider. We will collect ideas from all sides as	Pre-2.txt
13	sides; conflicting groups, political parties, and we will discuss all issues and openly share	Pre-2.txt
14	, and large size factories. At the beginning we will have to start from small and	Pre-2.txt
15	other countries for the production of machinery, we will not develop technology of our own.	Pre-2.txt
16	official channels. We welcome all suggestions and we will consider which suggestions are beneficial	Pre-2.txt
17	able to do everything at once, so we will prioritize them. Please be confident of	Pre-2.txt
18	transportation and utilities will surely follow. We will have to carefully look at all	Pre-2.txt
19	into things and create more problems later, we will be held accountable and criticized. We	Pre-2.txt
20	, we will be held accountable and criticized. We will expedite the approval of various projects	Pre-2.txt

- ✘ Screenshot of AntConc for the search-target word output of 'we' in KWIC and concordance line

# DATA ANALYSIS

- ✘ Following the Fairclough's (2010) three-dimensional model for Critical Discourse Analysis (CDA), data analysis was conducted into three stages:
- ✘ **Textual identification:** Determine the selected pronouns and social actors, and develop the manual coding systems based on the concept of modality system in the framework of Systemic Functional Linguistics (SFL);
- ✘ **Text production:** the excerpts appeared on this present paper are taken directly from the transcript of the weekly addresses downloaded from the official Thai government website at [www.thaigov.go.th](http://www.thaigov.go.th). It also has been pointed out that the weekly addresses produced by the Division of Public Relations and Information, Government Spokesman Bureau under the Secretariat of the Prime Minister of Thai Government House;
- ✘ **Text interpretation:** I thoroughly investigated the personal pronouns, social actors and relevant themes, and modality system through the perspective of SFL-CDA connection in relation to the social context of political crisis.

# DATA ANALYSIS

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- ✘ Bramley's (2001) model analysis of being a good politician
- ✘ Sriwimon's (2015) summaries of discursive representations of roles allocation of Yingluck Shinawatra

# FINDINGS AND DISCUSSION

Overall Tendency of Pronouns and social actors	Weekly Addresses of the Head of the National Council for Peace and Order (NCPO)	
	Frequency	Rank
<b>We</b>	1,355 words	6
<b>I</b>	545 words	20
<b>NCPO</b>	515 words	21
<b>Government</b>	214 words	55
<b>Military</b>	104 words	118

- ✘ The overall frequencies of wordlist of selected pronouns and social actors in weekly addresses of General Prayut Chan-o-cha

# THE INCLUSIVE PRONOUN 'WE'

- ✘ The main rationale for utilizing this pronoun is emphasizing membership and belonging to the same group. The examples are as follows.
- ✘ *We try to create to understanding and hold outreach activities for everyone to learn about each other.*
- ✘ *We can have different opinions but we must live together in peace under social norms that are laws that enable society to live in safety and help develop the country.*
- ✘ General Prayuth Chan-o-cha reiterates the phrase constantly to make his audience become part of the political discourse and in perceived agreement with his discourse.
- ✘ *we cannot stand alone..., we have never been colonized..., we need to improve education..., we can have different views but we must be able to co-exist..., we need to talk to each other..., we may only achieve..., we can make more progress..., we can come together...*

# EXCLUSIVE PRONOUN 'WE'

- ✘ General Prayuth differentiates the exclusive 'We' in 'We-NCPO' and 'We-Thai people' which can be seen in the following excerpt. The exclusive 'We' is employed to elaborate the fact in relation to the NCPO's operation by raising its trustworthiness among people.
- ✘ *We will only assign a working committee to work alongside those in the agencies to move the work along effectively, expeditiously, transparently, in order to regain the trust of the people.*
- ✘ *We are trying to increase the credibility of the national financial system in the eyes of the international community and foreign investors.*
- ✘ It is more likely that the exclusive 'We' is used to refer to the emphasis of the NCPO's willingness, determination, and conviction to address the fundamental political issues and move the Thai democracy system to be more stable and reliable state.
- ✘ *We came in to make our country stronger, laying firmer foundations to prevent the structure from collapsing so that our country will be ready to move towards becoming a fully functioning democracy.*

# ANALYSIS OF PRONOUN 'I'

- ✘ To begin the analysis of 'I', I firstly investigated it's frequency in the English subtitled weekly addresses - 545 occurrences and a ranking of 20 for the entire corpus. As discussed earlier, the most motivating reason for a politician to use 'I' in political speech is to put an emphasis on their being a good and responsible person in order to describe and to highlight their personal qualities in a positive way.
- ✘ *I will mobilize and pass on these tasks to the new government which is about to be established in the near future.*
- ✘ *I may have less knowledge than some of you but I am sincere and honest in administering the country and want to solve the problems.*

# ANALYSIS OF THE SOCIAL ACTORS: 'NCPO', 'GOVERNMENT' AND 'MILITARY', AND RELEVANT THEMES

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- ✘ Three themes of discursive representations of identities comprises of
- ✘ (1) those indicating positive self-image;
- ✘ (2) those asking for supportive cooperation and understanding from the public; and
- ✘ (3) those demonstrating enthusiasm for the national administration.

# INDICATING POSITIVE SELF-IMAGE

- ✘ In the following excerpts, General Prayuth utilized the social actor 'NCPO' as one of his referential choices when referring to his identity construction for a positive self-image. Most of the selected sentences use provoking and stimulating words to express the willingness and enthusiasm of the NCPO to tackle the problems that the state has encountered as the time of political crisis.
- ✘
- ✘ *The NCPO received exceptional cooperation from the general public and the private sector in creating an atmosphere of unity.*
- ✘ *The NCPO has been working with fairness and only wishes to find ways to make our nation secure and sustainable.*
- ✘ *The government and I will do our very best to perform our duties for the benefit of all citizens, using measures that are appropriate, transparent and effective.*

# ASKING FOR SUPPORTIVE COOPERATION AND UNDERSTANDING FROM THE PUBLIC

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- ✘ In order to gain the support or cooperation from the public, General Prayuth aims at using the social actor, the 'NCPO', as a mechanism to energize and persuade his audiences, both individuals and specific groups in society.
- ✘ *Regarding the prohibition of political gatherings of more than 5 people, this also is necessary. Because we are in the initial phase of our operation, the NCPO cannot allow any group to create untoward incidents that may affect the stability of the country.*

# BEING ENTHUSIASTIC FOR NATIONAL ADMINISTRATION

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- ✘ In the following extracts, General Prayuth seemingly attempts to invoke military principles of discipline and order as the appropriate solutions in addressing the problems, arising from the political crisis.
- ✘ *The military does not resort to the use of weapons as the only means.*
- ✘ *The military is resourceful and has been involved in the operations from the beginning, so military personnel know how to carry out their tasks in terms of development, politics, creating understanding and discussions to find solutions – recommendations put forth by the military.*

# SUMMARY OF PRONOUN AND SOCIAL ACTOR ANALYSIS, AND RELEVANT THEMES

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- ✘ The pronoun **‘we’** was the most frequently used.
- ✘ The findings suggest that the use of the inclusive and exclusive **‘We’** is designed to evoke both a sense of collectivity and exclusion.
- ✘ In other words, **‘we’** plays a crucial role in invoking the potential audiences’ feelings, perception, attitudes, and belief in having the same political values and sharing responsibility with the politician.

# MODALITY ANALYSIS (PART 1)

Degrees	We		I		NCPO		Government		Military		Total Modality Degrees	
High	1	8.33%	0	0%	1	25%	0	0%	2	100%	4	16%
Median	2	16.66%	1	33.33%	0	0%	2	50%	0	0%	5	20%
Low	9	75%	2	66.66%	3	75%	2	50%	0	0%	16	64%
Total	1 2	100%	3	100%	4	100%	4	100%	2	100%	25	100%

- ✘ The frequency of probability expressions found in the NCPO weekly addresses

# MODAL VERB 'MAY' (PART 1)

- ✘ On closer examination of different types of modality, “**we**” occurred most frequently with ‘**may**’ (see below), whilst the probability modals which collocated with ‘I’, ‘NCPO’, ‘Government’, and ‘Military’ seem to be only sporadically found in the entire corpus.
- ✘ The word ‘**may**’ is categorized as expressing low speaker commitment and regularly used as a permission auxiliary (Hoye, 1997).
- ✘ *We may need to form groups and rely on each other.*
- ✘ *we may have to amend regulations, selection process of board members, update rules and regulations and revise existing control measures.*

# MODALITY ANALYSIS (PART 2)

Degrees	We		I		NCPO		Government		Military		Total Modality Degrees	
High	110	58.51%	3	42.85%	2	50%	6	85.71%	0	0%	121	58.74%
Median	59	31.38%	3	42.85%	1	25%	1	14.28%	0	0%	64	31.07%
Low	19	10.10%	1	14.28%	1	25%	0	0%	0	0%	21	10.19%
Total	188	100%	7	100%	4	100%	7	100%	0	0%	206	100%

- ✘ The frequency of obligation expressions found in the NCPO weekly addresses

# MODAL VERB 'HAVE TO' (PART 2)

- ✘ It can be seen that the high obligation modals of '**have to**' and '**must**' were exploited most with the first highest frequency of occurrences, when collocated with '**We**', amounting to 110 occurrences (58.51%). However, the median obligation expressions, when collocated with '**We**', appeared as the second highest frequency of occurrence, 59 mentions (31.38%). In addition this obligation modal rarely emerged in association with 'I', 'NCPO', and 'Government', and never with "Military".
- ✘ Furthermore, the modal auxiliary verb '**have to**' is employed to express a strong obligation, mandatory requirement, and logical necessity (Leech, pp. 78-80). In the corpus of this study, the modal '**have to**' juxtaposes highly with '**We**' which General Prayut Chan-ocha tended to employ for inclusiveness and togetherness among people as seen in the following sentences.
- ✘ *We **have to** address the problems gradually and make plans carefully.*
- ✘ *We **have to** resolve these problems through law enforcement and law amendment.*

# MODAL VERB 'MUST' (PART 2)

- ✘ With regards to the modal auxiliary verb '**must**', its high obligation modality carries the highest degree of obligation, indicating the speaker's position in establishing obligation and conveying authority (Leech, 1987, p. 77-78). In other words, '**must**' has a varied meaning signifying the expression of obligation and a sense of inner compulsion of what is necessary from the speaker's perspective.
- ✘ *We must devote and dedicate ourselves more for the Thai people.*
- ✘ *We must solve problems in a more sustainable way.*

# MODALITY ANALYSIS (PART 3)

Degrees	We		I		NCPO		Government		Military		Total Modality Degrees	
High	155	38.94%	4	3.70%	0	0%	0	0%	0	0%	159	28.49%
Median	197	49.50%	101	93.51%	46	95.83%	2	100%	1	50%	347	62.19%
Low	46	11.56%	3	2.77%	2	4.16%	0	0%	1	50%	52	9.32%
Total	398	100%	108	100%	48	100%	2	100%	2	100%	558	100%

✘ The frequency of inclination expressions found in the NCPO weekly addresses

# MODAL VERB 'WILL' (PART 3)

- ✘ It can be observed from the entire corpus that median inclination modality was mainly demonstrated through auxiliary verbs such as '**will**', '**would**', and '**want**'. According to Leech (1987) '**will**' conveys meanings of prediction/predictability, intention, willingness, and insistence. Looking closely at the concordances, it can be seen it was the median inclination modals which collocated most frequently with the five selected pronouns and social actors, accounting for 347 mentions (62.19%).
- ✘ *The NCPO will act as an observer, a facilitator and an information provider.*
- ✘ *We will accelerate the reform process in order to make Thailand a fully functioning democracy.*

# MODAL VERB 'CAN' (PART 3)

- ✘ With regards to 'can', this auxiliary modal verb is categorized as low inclination modality; its function expressing the ability and permission of the spokesperson in particular circumstances (Leech, 1987). In the extract below, 'can' is utilized to express the ability of the administration to solve the national crisis and resolve existing conflicts among different protest groups.
- ✘ *If we can solve these problems and produce concrete outcomes, we can build understanding among foreign countries that Thailand is making efforts to tackle the problem in order to regain confidence from foreign countries.*
- ✘ *We can also adjust policies as needed according to the nature of the problems.*

# MODAL VERB 'NEED' (PART 3)

- ✘ The modal auxiliary verb '**need to**' has high inclination modality which is worth closer examination. According to the data in Table 5, '**need to**' has the highest frequency of occurrence, which when collocated with '**We**', occurs 155 times.
- ✘ *We need to solve many issues; from administration to budget system, corruption, and even the starting point of democracy itself – the election.*
- ✘ *We need to talk and resolved the problems sustainably.*
- ✘ *We need to dedicate and sacrifice to resolve the prolonged problems which have existed for more than nine years.*
- ✘ *We need to listen to the voice of the people, respond to doubts and create a common vision.*
- ✘ *Today we need to cooperate.*

# SUMMARY OF MODALITY ANALYSIS

- ✘ In the analysis, it is important to observe that the modal auxiliary verbs of inclination (558 occurrences) and obligation (206 occurrences) appear to be widely used throughout the entire corpus.
- ✘ In contrast, the modal auxiliary verbs of probability (206 occurrences) and usuality (0 occurrence) as a category of modalization are rarely utilized.
- ✘ This difference might be due to the fact that the speeches were delivered during a time of political crisis.
- ✘ Hence, the usage of modal auxiliary verbs such as **'will'**, **'need'**, **'would'**, **'have to'**, **'should'**, and **'can'**, which are all in the category of obligation and inclination, play a crucial role in representing the determination of the spokesperson, as the head of state, to emphasize the validity of their proposition to potential audiences.

# CONCLUSION

Discursive representation of the identities of General Prayut Chan-o-cha	Samples of linguistics features
Being active and ambitious person or being enthusiastic for national administration (making promise or prediction)	<ul style="list-style-type: none"> <li>- <b>We <u>must</u></b> devote and dedicate ourselves more for the Thai people.</li> <li>- <b>The NCPO <u>will</u></b> continue to work on, in order to create a peaceful society and an environment conducive to the development of the country in various areas, including the reform and development of proper and sustainable democracy.</li> <li>- <b>The government</b> and <b>I <u>will</u></b> do our very best to perform our duties for the benefit of all citizens, using measures that are appropriate, transparent and effective.</li> </ul>
Being involved to show strong will in tackle of the country's problem	<ul style="list-style-type: none"> <li>- <b>The government <u>must</u></b> now continue to build on this foundation, so that our country remains peaceful, develops and prospers.</li> </ul>
Being responsible and compromising person	<ul style="list-style-type: none"> <li>- <b>I <u>will</u></b> be responsible for moving the country and the people forward and working together in national development for the benefit of all.</li> <li>- <b>We <u>can</u></b> have different opinions but we must live together in peace under social norms which are laws that enable society to live in safety and help develop the country.</li> <li>- <b>We <u>should</u></b> refrain from sharing unverified information to avoid incitement.</li> </ul>
Having role of a powerful agency or an official authority as the head of the National Council for Peace and Order (NCPO)	<ul style="list-style-type: none"> <li>- <b>The NCPO <u>cannot</u></b> allow any group to create untoward incidents that may affect the stability of the country.</li> <li>- <b>The NCPO <u>will</u></b> take appropriate legal measures against any group that violates this law.</li> </ul>
Being a person of principles to govern the country	<ul style="list-style-type: none"> <li>- <b>We <u>will</u></b> try to return to the use of normal laws as soon as possible, but people have to respect the law.</li> <li>- <b>We <u>will</u></b> accelerate the reform process in order to make Thailand a fully functioning democracy.</li> <li>- Therefore <b>we <u>should</u></b> look at this root cause and understand and find those who caused such chaotic situations.</li> <li>- <b>We <u>have</u></b> to resolve these problems through law enforcement and law amendment.</li> <li>- After we have achieved our mission, <b>the military <u>will</u></b> go back to our national defense duties, and look after the country and the people, and to ensure long-lasting happiness.</li> </ul>

# CONCLUSION (CONT. 2)

- ✘ The discursive representation of the identities of General Prayut as the head of the National Council for Peace and Order (NCPO) highlighted his self-positive image through the weekly addresses he delivered.
- ✘ It can be noted that the pronouns, social actors, and modality systems represented by the NCPO play a significant role in representing the personal determination and enthusiasm of General Prayut to find an urgent solution for the national crisis and ultimately to create a sense of oneness, companionship, and sympathy among Thai citizens during times of political crisis.
- ✘ Hence, General Prayuth, as a producer of discourse, can use persuasive linguistic functions to emphasize his personal strong intentions, determination, certainty, and positive self-image, which emerges in his public announcements.

# CONCLUSION (CONT. 3)

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- ✘ He might know well how to spin the mass media through delivering the public announcements in more positive manner to keep possession of his self-positive image to strengthen the credibility as a powerful agency or an official authority to govern the country during times of political instability.

# END OF PRESENTATION

✘ Thank you very much khrab for your attention.



Questions, comments & suggestions are welcome.

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