



กองบริหารการบุคคล  
 เลขที่ 1184 /  
 วันที่ 17 พ.ย. 2562  
 เวลา 15:55

## บันทึกข้อความ

ส่วนงาน กลุ่มทรัพยากรบุคคล คณะมนุษยศาสตร์และสังคมศาสตร์ โทร. 45405

ที่ อว 660301.7/6331

วันที่ 11 พฤศจิกายน 2562

เรื่อง ขออนุมัติให้บุคลากรเดินทางไปราชการ ณ ต่างประเทศ

เรียน อธิการบดี ผ่านกองทรัพยากรบุคคล

ฝ่ายทรัพยากรบุคคล  
 เลขรับ 5676  
 วันที่ 13 พ.ย. 2562  
 เวลา 14:51

13 พ.ย. 2562

ด้วย นายศุภกิต บัวขาว พนักงานมหาวิทยาลัย ตำแหน่ง อาจารย์ สังกัดสาขาวิชาภาษาไทย คณะมนุษยศาสตร์และสังคมศาสตร์ มีความประสงค์เดินทางไปราชการ ณ ต่างประเทศ เพื่อเข้าร่วมประชุม วิชาการนานาชาติ ณ ประเทศญี่ปุ่น ในวันที่ 17-19 ธันวาคม 2562 ตามเอกสารที่แนบมาพร้อมนี้

ในการนี้ คณะมนุษยศาสตร์และสังคมศาสตร์ จึงใคร่ขออนุมัติให้บุคคลดังกล่าวเดินทางไปราชการ ณ ประเทศญี่ปุ่น โดยใช้งบประมาณค่าใช้จ่ายในการเดินทางจากงบประมาณ เงินรายได้ คณะมนุษยศาสตร์และสังคมศาสตร์ ประจำปี 2563 โครงการพัฒนาบุคลากรของหลักสูตร รหัส 021-02 จำนวน 20,000 บาท โครงการทุนเพิ่มพูนทางวิชาการ รหัส 018-05 จำนวน 10,000 บาท รวมทั้งสิ้น 30,000 บาท มีกำหนด 8 วัน ระหว่างวันที่ 14 - 21 ธันวาคม 2562 อนึ่งบุคคลดังกล่าวได้ลาพักผ่อนในวันที่ 16 และ วันที่ 20 ธันวาคม 2562

จึงเรียนมาเพื่อโปรดพิจารณาอนุมัติ

เรียน อธิการบดี ผ่านรองอธิการบดีฝ่ายทรัพยากรบุคคล

(ผู้ช่วยศาสตราจารย์สุชุม วสุนธราโคภิต)  
 รองคณบดีฝ่ายบริหาร ปฏิบัติการแทน  
 คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

กองทรัพยากรบุคคลได้ตรวจสอบแล้ว เป็นไปตามหลักเกณฑ์ที่กำหนด

จึงเรียนมาเพื่อโปรดพิจารณา หากเห็นชอบ

- โปรดอนุมัติตัวบุคคลเดินทางไปราชการ ณ ต่างประเทศ จำนวน 1 ราย  
 โปรดลงนามในเอกสารที่แนบนี้

(นายประสิทธิ์ ศรีตรุษกุล)

หัวหน้างานพัฒนาทรัพยากรบุคคล

ปฏิบัติการแทนผู้อำนวยการกองทรัพยากรบุคคล

13 พ.ย. 2562

อนุมัติ

(รองศาสตราจารย์ชาญชัย พานทองวิริยะกุล)  
 รักษาการแทนอธิการบดีมหาวิทยาลัยขอนแก่น  
 ปฏิบัติราชการแทนปลัดกระทรวงการอุดมศึกษา วิทยาศาสตร์ วิจัยและนวัตกรรม  
 14 พ.ย. 2562

ลงนามผ่านแล้ว

(รองศาสตราจารย์เกรียงไกร กิจเจริญ)

รองอธิการบดีฝ่ายทรัพยากรบุคคล

14 พ.ย. 2562



## บันทึกข้อความ

เลขที่ ๙๐๕ / ๒๕๖๒  
วันที่ ๑๑ / พ.ค. / ๒๕๖๒  
เวลา ๑๓ : ๑๑ น

ส่วนงาน สาขาวิชาภาษาไทย คณะมนุษยศาสตร์และสังคมศาสตร์ โทร. 45415  
ที่ มข 0301.7.6/ ๖๖๒ วันที่ ๑๑ พฤศจิกายน 2562  
เรื่อง ขออนุมัติเดินทางไปราชการในต่างประเทศ  
เรียน คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

ด้วยข้าพเจ้า อาจารย์ ดร. ศุภกิต บัวขาว อาจารย์ประจำสาขาวิชาภาษาไทย ได้รับการตอบรับ เพื่อได้รับการตอบรับเพื่อเข้าร่วมนำเสนอบทความวิชาการ ในงานประชุมวิชาการระดับนานาชาติ Asia – Pacific Social Science Conference ณ เมืองเกียวโต ประเทศญี่ปุ่น 17-19 ธันวาคม 2562 โดยใช้งบเงินรายได้ ประมาณ ปี 2563 ดังรายละเอียดต่อไปนี้

หมวดเงิน	จำนวนเงิน
แผนงาน ผู้สำเร็จการศึกษาคณะมนุษยศาสตร์และสังคมศาสตร์(62302) งานจัดการเรียนการสอนสาขามนุษยศาสตร์และสังคมศาสตร์ กองทุนจัดการศึกษา 2 กิจกรรม การเรียนการสอน (1101) งบรายจ่าย เงินอุดหนุนทั่วไป โครงการ การพัฒนาบุคลากรของหลักสูตร รหัส 021-02 ✓	20,000 บาท
แผนงาน ผู้สำเร็จการศึกษาคณะมนุษยศาสตร์และสังคมศาสตร์(62302) งานจัดการเรียนการสอนสาขามนุษยศาสตร์และสังคมศาสตร์ กองทุนจัดการศึกษา 2 กิจกรรม การบริหารงานทั่วไป (1106) งบรายจ่าย เงินอุดหนุนทั่วไป โครงการ ทุนเพิ่มพูนทางวิชาการ รหัส 018-05 ✓	10,000 บาท
จำนวนเงินทั้งสิ้น	30,000 บาท

ในการนี้ หลักสูตรฯ จึงใคร่ขออนุมัติให้ อาจารย์ ดร. ศุภกิต บัวขาว เดินทางไปราชการต่างประเทศ ในระหว่างวันที่ 17-19 ธันวาคม 2562 ได้ขอลาพักผ่อนในวันที่ 16 ธันวาคม 2562 และ 20 ธันวาคม 2562 รวมระยะเวลา 2 วัน

จึงเรียนมาเพื่อโปรดพิจารณา

(ผู้ช่วยศาสตราจารย์ ดร.มารศรี สอทิพย์)  
ประธานกรรมการบริหารหลักสูตรศิลปศาสตรบัณฑิต  
สาขาวิชาภาษาไทย



คณะมนุษยศาสตร์และสังคมศาสตร์  
 วันที่ ๑๐๗ / ๒๕๖๑  
 วันที่ ๑๑ / ๑๑.๑๑.๒๕๖๑  
 เวลา ๑๖:๓๑ น

## บันทึกข้อความ

ส่วนงาน สาขาวิชาภาษาไทย คณะมนุษยศาสตร์และสังคมศาสตร์ โทร. 45415

ที่ อว 660301.7.6/๒๒๖

วันที่ ๑๑ พฤศจิกายน ๒๕๖๑

เรื่อง ขออนุมัติลาพักผ่อนไปต่างประเทศ

เรียน คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

ด้วยข้าพเจ้า อาจารย์ ดร. ศุภกิต บัวขาว อาจารย์ประจำสาขาวิชาภาษาไทย ได้รับการตอบรับ  
 เพื่อได้รับการตอบรับเพื่อเข้าร่วมนำเสนอบทความวิชาการ ในงานประชุมวิชาการระดับนานาชาติ Asia - Pacific  
 Social Science Conference ณ เมืองเกียวโต ประเทศญี่ปุ่น ในวันที่ 17-19 ธันวาคม ๒๕๖๑

เพื่อให้การดำเนินงานเป็นไปด้วยความเรียบร้อย จึงใคร่ขออนุมัติลาพักผ่อนไปต่างประเทศ  
 ณ เมืองเกียวโต ประเทศญี่ปุ่น ในวันที่ 16 ธันวาคม ๒๕๖๑ และ 20 ธันวาคม ๒๕๖๑ รวมระยะเวลา 2 วัน

จึงเรียนมาเพื่อโปรดพิจารณาอนุมัติ

*(Signature)*

(อาจารย์ ดร. ศุภกิต บัวขาว)

อาจารย์ประจำสาขาวิชาภาษาไทย

*เรียน คณบดี*

*เพื่อไปต่างประเทศ ๑๒/๑๑/๒๕๖๑*

*วคจพ*

*๑๑ พย - ๒๕๖๑*

*วคจพ*  
*๑๒ พย ๒๕๖๑*

## กำหนดการ

การเดินทางไปนำเสนอบทความวิชาการ ในงานประชุมวิชาการระดับนานาชาติ  
Asia-Pacific Social Science Conference ณ เมืองเกียวโต ประเทศญี่ปุ่น  
14 ธันวาคม 2562 – 21 ธันวาคม 2562

วันที่ 14 ธันวาคม 2561

- 8.00 น. เดินทางออกจากขอนแก่น ไปสนามบินสุวรรณภูมิ
- 23.00 น. เดินทางออกจากสนามบินสุวรรณภูมิ ไปยังสนามบินคันไซ ประเทศญี่ปุ่น

วันที่ 17 ธันวาคม 2561

- 08:00 น. ลงทะเบียนการเข้าร่วมประชุมทางวิชาการ
- 09.00-17.00 น. เข้าร่วมประชุมทางวิชาการระดับนานาชาติ Asia-Pacific Social Science Conference ณ Kyoto Research Park, Kyoto, Japan

วันที่ 18 ธันวาคม 2561

- 09.00-17.00 น. เข้าร่วมประชุมทางวิชาการระดับนานาชาติ Asia-Pacific Social Science Conference ณ Kyoto Research Park, Kyoto, Japan

วันที่ 19 ธันวาคม 2561

- 09.00-17.00 น. เข้าร่วมประชุมทางวิชาการระดับนานาชาติ Asia-Pacific Social Science Conference ณ Kyoto Research Park, Kyoto, Japan

วันที่ 21 ธันวาคม 2561

- 07.00 น. เดินทางจากที่พัก ไปสนามบินคันไซ
- 11.00 น. เดินทางออกจากสนามบินคันไซ กลับไปยังสนามบินสุวรรณภูมิ ประเทศไทย
- 17.00 น. เดินทางกลับถึงขอนแก่น

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## *Acceptance Letter*

Asia-Pacific Social Science Conference  
December 17-19, 2019 Kyoto, Japan

Paper ID: APSSC-0098

Title: The Isan-ness Ideology and Linguistic Strategies in The Isaan Record Online News

Dear Worapong Khuibut , Supakit Buakaw

We sincerely appreciate your paper submission. On conclusion of the peer-reviewed process, we are pleased to inform you that your paper is accepted for Oral presentation at Asia-Pacific Social Science Conference (APSSC) in Kyoto, Japan. Decisions were made based on a double-blind review process. The exact time and room of your presentation session will be specified in the APSSC Conference Program online at <http://www.apssc.org/> in the middle of October 2019.

Please make sure your manuscripts conform to the writing format which is available on the conference website. Manuscripts conform to the format guidelines are required to be printed in the proceedings.

If you have any further questions, please do not hesitate to contact the secretariat of APSSC 2019 by sending your email to [apssc@apssc.org](mailto:apssc@apssc.org) with your manuscript ID number listed above on all communications. Again, congratulations on the acceptance of your paper. On behalf of the Program Committee, we look forward to your full participation in the APSSC 2019 Conference.

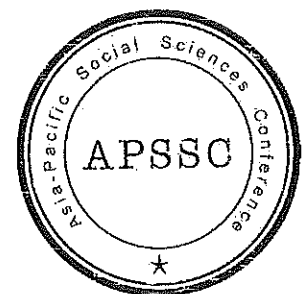
Yours Sincerely,

The Program Committee of APSSC

Conference Venue :

Kyoto Research Park

Building #1, 134 Chudoji Minamimachi, Shimogyo-ku, Kyoto 600-8813, Japan



# The Isan-ness Ideology and Linguistic Strategies in The Isaan Record Online News

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## Abstract

This article presents a study of ideology from the headlining of The Isaan Record Online News, during the period between June 2018 and July 2019, with a total of 186 headlines. The objectives of this article were to study the headlining of The Isaan Record Online News and find out which aspects of the Isan-ness Ideology had been presented through those headlines and which linguistic strategies had been used for the presentation. The study reveals that the headlining of The Isaan Record Online News presented 3 aspects of the Isan-ness Ideology, sorting from higher to lower frequency of the presentation, as follow: (1) the Isan people recognize their right and liberty, (2) the Isan people see through and understand politics, and (3) the Isan people are exploited by the government or authorities. There were 6 linguistic strategies used in the headlining, namely the use of active voice, presupposition, metaphor, name and naming, questioning, and passive voice.

**Keywords:** headlining, online news, ideology, linguistic strategy

## 1. Introduction

The Isan people, from the perspective of those in the central region, are viewed as undereducated, less-modernized, farm workers who live a hard life of struggle, and the problem of the society. The views of the Isan people are mostly negatives. Such social construction of reality is consistent with many research studies that explored the Isan people from various media, for example, Mangkang (2017), who investigated the Isan-ness people's discourses through the contemporary ideological area of Social Studies textbooks of Thailand. He found that in the Social Studies textbooks, a kind of public media that was widely accepted as they were produced and approved by the government authorities, there were many discourses that presented the Isan people in a negative manner, such as, presenting the issue of migration of the Isan people into big cities as a problem for the society; the Isan region was presented as an arid land – uncivilized region as it located quite far away from the center of development; and the Isan region was used as a tool for the politicians' discourses on development. Therefore, it can be seen that the textbook, which was a powerful media created by the central government and was considered as highly reliable, was capable of determining the facts about the Isan people. Those textbooks created the understanding and belief about "the Isan-ness" among the people of the community successfully. Therefore, this fact affirms that the language, media format, and text used have tremendous influence over the social construction of reality. And it confirms that the language used has contributed to the construction of the negative perspective to the Isan people.

"Language" is an important part of the discourse that represents the ideology, as van Dijk (1997) remarked: "the language we used for communicating the text also has the hidden intention and conceptual power in it." Therefore, providing an explanation of the characteristics of the language used in the presentation of any ideology, thought, or belief is also providing an explanation of the

underlying – hidden objective of such language used, which is known as the *Linguistic Strategy*, or a strategy of creating the text for the purpose of presenting it to the receiver of the message. At present, there is an online media agency that tries to use specific language to present the Isan-ness Ideology through the Isan people's viewpoint, namely, 'The Isaan Record Online News.'

The Isaan Record Online News was found in 2013, with the standpoint of presenting the correct understanding of the Isan people to the general public. The news presentation of the Isaan Record Online News focuses on presenting the Isan-ness through the Isan people's perspective that can be observed from its headlining, for example 'Mor Lum was used for the politics and the election', a presentation of the Isan-ness Ideology and the politics that links closely with the Isan people's lifestyle; 'Opposing the Potash Mine in Sakon', a presentation of the Isan-ness Ideology and the Isan people's recognition of their right and liberty; 'When our home, our land, is owned by other people, the romantic feeling of coming home won't help', a presentation of the Isan-ness Ideology toward being supervised by a far superior power. As depicted in the headlines of the Isaan Record Online News, many contents were presented consistently with the current social context and lifestyle of the Isan people. To put it another way, the headlining of the Isaan Record Online News served as the discourse that presented the Isan-ness Ideology. This was because the headline is a component of the news that underlies the idea and belief of the reporter, as the reporter has the utmost liberty to choose the language that precisely conveys his viewpoint. Therefore, the headline itself prominently reflects the hidden ideology in the message, more than any other parts of the message (van Dijk, 1998). Therefore, for this study, the author was interested to study the linguistic strategies used in the headlining of the Isaan Record Online News. The author's underlying question for this research study was: which aspects of the Isan-ness Ideology had been presented through those headlines and which linguistic strategies had been used for the presentation of the Isaan Record Online News.

## 2. Objectives

This research study aims to study the Isan-ness and the linguistic strategies used in the presentation of the Isan-ness in the Isaan Record Online News.

## 3. Conceptual Frameworks and Theories

van Dijk (1998) provided the meaning of ideology, in summary, as follow: the ideology is a system of thinking of a group of individuals that can be presented through the construction of the discourse, for the purpose of generating the benefits to the group. Kaewthep (2012) provided additional explanation to the ideology, as follow: the ideology is not 'the thought itself' but 'the system of thinking' that reproduces and allows the already existed structure to continue and the society's recognition of such an ideology is the result of 'the discourse.' Angkapanichkit (2018) proposed that: the interpretation and explanation of the hidden idea in the language used will allow users to understand the presentation of meaning from the message. Therefore, providing an explanation of the characteristics of the language used in the presentation of any ideology, thought, or belief is also providing an explanation of the underlying – hidden objective of such language used, which is known as the *Linguistic Strategy*, such as the use of name and naming, verb forms, presuppositions, etc. In summary, language is an integral part of the discourse that is responsible for the presentation of the ideology and hence, analysis of the ideology can be done by analyzing the used of linguistic strategy.

## 4. Research Methodology

The author studied related literature and research reports on the subject and collected the headlines of the Isaan Record Online News, during the period between June 2018 and July 2019, with a total of 186 headlines. The author then used the concept of ideology to analyze these headlines and see which aspects of the Isan-ness ideology had been presented and which linguistic strategies had been

used, for example, the use of verb forms, name and naming, metaphor, etc. The author then used the research results to summarize the conclusion and discuss the findings.

## 5. Results

From the analyzing of the headlines of the Isaan Record Online News, during the period between June 2018 and July 2019, with a total of 186 headlines; this research study revealed that the headlining of The Isaan Record Online News presented 3 aspects of the Isan-ness Ideology, sorting from higher to lower frequency of the presentation, as follow: (1) the Isan people recognize their right and liberty, (2) the Isan people see through and understand politics, and (3) the Isan people are exploited by the government or authorities. In the next section, the author will explain the linguistic strategies used for the presentation of those aspects of the Isan-ness Ideology, as follow.

### 5.1 The Isan People recognize their right and liberty

From the presentation of the Isan-ness Ideology in the headlines of the Isaan Record Online News, the author found that the subject of 'the Isan people recognize their right and liberty' was most frequently presented in those headlines. Further analysis of those headlines revealed the following linguistic strategies used in the presentation of this aspect: the use of active voice, preposition, and metaphor.

#### 5.1.1 The use of active voice

The verbs depicted in the headlines of the Isaan Record Online News, which presented the Isan-ness Ideology in the aspect that the Isan People recognize their right and liberty, were found to be constructed with the active voice. There were main types of verbs used for presentation of the people's recognition of their right and liberty, namely, the verbs that convey the meaning of request, such as 'request, wish for, as, etc'; and the verbs that convey the meaning of opposition, such as 'oppose, object, protest, etc'; as the samples showed below.

Sample 1      The verbs that convey the meaning of request

*The people of Nakhon Phanom cry for justice from the special economic zone project*  
(August 3<sup>rd</sup>, 2018)

*The villagers of Ban Samed yearn for the title deed*  
(July 20<sup>th</sup>, 2018)

Sample 2      The verbs that convey the meaning of opposition

*Leading ladies protest against the Potash Mine of Sakon Nakhon Province*  
(July 26<sup>th</sup>, 2019)

*The people of Pathumrat reject the combo of sugar mill and power generator plant*  
(September 11<sup>th</sup>, 2018)

From Sample 1 and 2, it can be seen that verbs in those samples were constructed as the active voice, whereas the people/the villagers, who were the representatives of the Isan people, served as the subjects of the sentences. The verbs in those two sentences also convey different meanings, whereas the verb of Sample 1 conveyed the meaning of request and depicted that the Isan people reserve the right to ask for what they are deserved. The verb of Sample 2 conveyed the meaning of opposition and depicted that the Isan people have the right to oppose or reject any harmful things or exploitation, which were normally concerning the subjects of industrial factories, forest encroachment, etc.

#### 5.1.2 The use of presupposition

The presupposition is a linguistic strategy that uses language which implies that there are also other messages or incidents occurred previously, or other underlying ideas or intentions in the



message (Angkapanichkit, 2018: 199). For the use of presupposition to present the Isan-ness Ideology, on the subject of ‘the Isan people recognize their right and liberty’, in the headlining, the author found that those headlines mostly concerned some forms of fighting in different contexts, as samples showed below.

Sample 3

*How to fight and win a lawsuit – from the group that opposed the Potash Mine in Sakon Nakhon Province: decoding the fighting lesson from Na Nong Bong*

(May 25<sup>th</sup>, 2019)

Sample 4

*The community fresh food market of Isan – adaptation and the mean to survive in the present world*

(June 23<sup>rd</sup>, 2019)

From Sample 3, the message ‘decoding the fighting lesson from Na Nong Bong’ showed that there was a case of fighting and appealing like this one before in the past. The message emphasized that the Isan People always oppose and fight against the investors, in order to protect their right and liberty. Further consideration of the news’ content revealed the distinctive relationship and support of the aforementioned claim. This news told the story of the people of Wanon Niwat District of Sakon Nakhon Province, who opposed the authority’s mining operation and, as a result, the government and the private company charged them for damages and filed a lawsuit against them. The article also explained the people’s decision to step in and obstruct the operation back then, as they feared that the mine will affect the community. Moreover, the article also presented the detail information of the people who have experience fighting the case like this one, namely, the case of Ban Na Nong Bong Village, whereas the villagers obstructed the gold transporting vehicle, in order to provide the guideline and support for the people of Wanon Niwat to continue their fight against the lawsuit.

Sample 4 depicts the struggle to survive from the context of the people, from the message ‘the mean to survive in the present world’, which depicted the cutthroat competition to work in the “community fresh food market of Isan” as an extremely hard business, where the people have to fight with their right and capability.

### 5.1.3 The use of metaphor

Metaphor is a linguistic strategy that writers use in the communication to create some images in the mind of the readers, and to create a much powerful communication of meaning to the reader, by mean of comparison (Angkapanichkit, 2018: 209). For the metaphor used in the presentation of the Isan-ness Ideology in the headlining, on the subject of ‘the Isan People recognize their right and liberty’, the metaphors found in the headlines are, for example.

Sample 5

*The Isan people of the 4 province plot a raid to the Ministry of Resource to ask for the solution to the problem of overlapped forest area on the people’s land*

(August 14<sup>th</sup>, 2018)

Sample 6

*Manoach urges the Isan writers to disyoke Bangkok’s authority*

(September 7<sup>th</sup>, 2018)

Sample 5 shows the use of the word ‘raid’, which represents the meaning of fighting, in the context of protesting. Therefore, the headline created the idea that the Isan people are ready to fight for their right and liberty. Sample 6 shows the use of the word ‘disyoke’, whereas a yoke is a piece

of wood placed horizontally over the neck of buffalo or cow and used for plowing, breaking the soil, and coupling with the cart. Therefore, a yoke is a tool used for controlling the buffalo or the cow to move to any directions the master wishes and the use of the word 'disyoke' represents the liberation of the influence. Further consideration of the article, namely, 'Manoach urges the Isan writers to disyoke Bangkok's authority', reveals that the article presented the news of an academic talk, on the subject of "the Isan Art and Literature, the expression right in the changing dimension: demolish – create – direction", which was held at the Faculty of Education, Sisaket Rajabhat University. In this talk, many academics, such as Mr. Manoach Promsing, an editor of the Chai Ka Rueang San magazine, and Mr. Teerapon Aunmai, a professor of Ubon Ratchathani University, expressed their opinions on the influence over the Isan art and culture from the central region that existed since the days of the centralization era. The article then proposed the Isan artists to be proud of their culture and to present their artworks proudly.

From the headlines of the Isaan Record Online News, which presented the Isan Ideology on the subject of the Isan People recognize their right and liberty, the author found that most metaphors used in these headlines were mostly in the meaning of fighting or opposing. These headlines clearly present the underlying ideas and ideology to the readers.

## 5.2 The Isan people see through and understand politics

For the presentation of the Isan-ness Ideology from the headlining of the Isaan Record Online News, the author found that the headlines on the subject of 'the Isan people see through and understand politics' ranked as the second most found headlines. The linguistic strategies used for the presentation of the Isan-ness Ideology, on the subject that the Isan people see through and understand politics were, including, the use of name and naming, questioning, and metaphor.

### 5.2.1 The use of name and naming

Analysis of the headlines of the Isaan Record Online News revealed that the word 'Isan' was used in the same sentences with individuals with important political titles, whereas this word was used as a substitute for calling those people's names directly, or with those politically active individuals, in order to present the idea that the Isan people have important political roles, for example.

#### Sample 7

*Isan MPs in the House: Isan MPs of Pheu Thai Party used the House to criticized the qualification of Gen. Prayuth as a prime minister*

(June 7<sup>th</sup>, 2019)

#### Sample 8

*Regarding 2019 Election: the Isan Red Shirt has returned but where is Godo?*

(January 30<sup>th</sup>, 2019)

According to Sample 7, the word 'Isan' was used with the word 'MPs', which mean 'the member of the House of Representatives', a title gained from the election and is politically significant. The choice to use the word 'Isan MPs' was intended to present the idea that the Isan people also have political roles and work for the people. Moreover, according to Sample 7 and 8, the word Isan was used with the group of politically active individuals, namely, 'Pheu Thai Party', which is the name of a political party, and 'Red Shirt', which is the name of the group of politically active individuals, who have the same standpoint as Pheu Thai Party. The choice to use the word 'the Isan MPs of Pheu Thai Party' and 'the Isan Red Shirt' was specifically made to convey the idea that the Isan people have their political standpoint and belief.

### 5.2.2 The use of questioning

The use of questioning existed in the headlines of the Isaan Record Online News, for the purpose of presenting the Isaan-ness Ideology. These questioning sentences did not require the actual answering but intended to encourage readers to interest or think about the presented matters, as Panpothong (2013: 82) remarked that the underlying intention of the communication may sometime do not match the linguistic format use, such as the use of questioning that doesn't really want the answer, in order to stimulate the receiver's interest or encourage the receiver to think about the issue. Moreover, the presupposition was also found in these headlines, for example.

Sample 9

*Why Pheu Thai Party still victorious in Isan*

(March 27<sup>th</sup>, 2019)

Sample 10

*Did they lure us to cast our votes? The question after the election*

(April 5<sup>th</sup>, 2019)

Sample 9 and 10 depict the samples of the use of the questioning sentence that doesn't want the answer but intend to stimulate readers' interest in the subject. The samples show the questions from the perspective of the Isaan people. It can be seen that, as the Isaan people make question regarding the current politics, it means the Isaan people interest in politics. The use of the questioning sentence that doesn't want the answer also has the element of the use of the presupposition, for example, in Sample 9, it can be understood that Pheu Thai Party had previously won the election in the Isaan region; or in Sample 10, the Isaan people had been deceived to cast their votes. By asking these questions, the writer depicted how the Isaan people were exploited politically, as well as making a notion about the current situation, as we can see from the summarized news report below.

*The article is a summary of the interviews where the reporter asked questions with the Isaan people who worked in Bangkok, after the election that took place on March 24<sup>th</sup>, 2019. One of the interviewees remarked that the not so transparent vote counting may cause the Junta government to continue its control over the country. If the Junta government returns, then our country will no longer a democratic country. Even though the government comes from the election, no one can answer us whether the resulted votes are transparent and just or not, as they write and control all the rules used. The election is like a deception that lured us to cast our votes but eventually, things remain the same.*

The samples show the linguistic strategies used in the headlining, where the writer asked the questions that reflected the events, while showing the Isaan-ness Ideology that the Isaan people see through and understand politics. Also, the presupposition used in these questioning sentences presents the Isaan-ness Ideology that the Isaan people see through and understand politics as well.

### 5.2.3 The use of metaphor

The use of metaphor appeared in the presentation of the Isaan-ness Ideology, on the subject of 'the Isaan people see through and understand politics', whereas the author found the headlines that closely compare events against the Isaan people's lifestyle, for example.

Sample 11

*The election season seems like the fish sauce cart that just runs past our homes*

(March 16<sup>th</sup>, 2019)

According to Sample 11, the headline compared the election season, or the time where politicians go on their campaigns, as ‘the fish sauce cart’ that just runs past their homes. This sentence was consistent with the underlying context of their community, where many vehicles, such as pickup trucks or modified motorcycles, which carry many products for sales, would travel to various places. Such trading cart is something that happens ‘normally’ and ‘typically’ in their community. When compared with the election campaign, it gives us the idea that the Isan people weren’t so much excited about the election, as the election campaigns were all the same, using the same techniques to sell the same product – fish sauce. Or to put it simply, the Isan people understand the underlying political problems, and see through them all that the political campaigns and policies of any political parties can’t actually do anything to help them.

If we look further into the article itself, this news came from the people’s opinion, as they answered the reporter’s interview: “they are like the fish sauce cart; they just run past our home.” The people viewed the political campaigning vehicles like a fish sauce cart that just runs past them, not stopping or making any conversation with them. This remark was reflected in the metaphor used by the writer in his headline.

### 5.3 The Isan people are exploited by the government or authorities

From the presentation of the Isan-ness Ideology in the headlines of the Isaan Record Online News, the author also found the subject of “the Isan people are exploited by the government or authorities.” This is an original Isan-ness Ideology, that is, the Isan-ness Ideology constructed from the dominant discourse. The presentation of the original Isan-ness Ideology shows us that, even at present, the Isan people are still the target of exploitation and that the Isan people are well aware of such a fact.

Analysis of the headlines and thorough investigation of the articles revealed that these articles usually presented the matters regarding the threatening and influencing over the Isan people by the government officials and the exploitation of the people by the investors. The linguistic strategies mostly used on these subjects were the use of verb form and the presupposition, as follow.

#### 5.3.1 The use of verb form in the form of the passive voice

The use of verb form existed in the presentation of the Isan-ness Ideology, on the subject of “the Isan people are exploited by the government or authorities” was found prominently in the form of passive voice. Passive voice is a type of sentence where the subject is placed at the start of the sentence. For the case of the presentation of the Isan-ness Ideology, the author found many passive voice sentences in the samples that communicate the idea that the Isan people are being “threaten”, “violated”, “suppressed”, etc, as the samples below.

##### Sample 12

*The Isan People in the Siam Colony: when Tai Noi Alphabets are destroyed by Siam*  
(January 9<sup>th</sup>, 2019)

##### Sample 13

*The Isan people’s right is being violated continuously by the government and the investment sector  
after the coup*  
(November 26<sup>th</sup>, 2018)

The aforementioned samples of passive voice usage emphasize the Isan people as “the subject” and therefore distinctively iterate the Isan-ness Ideology on the subject of “the Isan people are exploited by the government or authorities.”

### 5.3.2 The use of presupposition

For the use of presupposition for the presentation of the Isan-ness Ideology on this subject, the author found several samples that present the idea of “being the subject”, as follow.

#### Sample 14

*Is it Karma or injustice that causes “Kob”, the land right activist from Chaiyaphum to be imprisoned*

(May 17<sup>th</sup>, 2019)

#### Sample 15

*Editorial: Does the government hurt farmers with chemicals*

(July 6<sup>th</sup>, 2018)

Sample 14 and 15 show the use of the questioning sentences that don't actually require the answer, in order to inform the readers of background or the underlying incidents of the stories, for example, the use of the sentence “Does the government hurt farmers with chemicals” reflect the incidents occurred previously, that is, farmers were harmed by chemicals, which were under the government's supervision. The summary content of this article is, as follow: there is a harmful chemical known as Paraquat, which is used as herbicides. Though the health effects to the people that have been exposed to paraquat are well known, the Hazard Substance Committee ignores those effects. The writer therefore noted is it possible that because the National Council for Peace and Order (NCPO) government wants to promote the industrial sugar cane farming, which requires extensive use of chemicals, the Committee's consideration has to come out like that. Therefore, it can be said that the government hurts farmers. Meanwhile, the article revealed that the Isan people know that they are being exploited and ready to take the necessary legal actions.

## 6. Conclusion and Discussion

The investigation of the headlines of the Isaan Record Online News, by thoroughly reading both the headlines and articles, revealed that there were 3 aspects of Isan-ness Ideology being presented through the news, sorting from the higher frequency of occurrence to lower, as follow: (1) the Isan people recognize their right and liberty, (2) the Isan people see through and understand politics, and (3) the Isan people are exploited by the government or authorities. The third aspect of the Isan-ness Ideology is the negative aspect of Isan-ness Ideology, however, the headlines and the articles weren't merely iterating the fact of the Isan people being the subject of the exploitation but also presenting them as getting ready to deal with the situations and fight back. The first and second aspect of the Isan-ness Ideology presents the positive aspects Isan-ness Ideology that is consistent with the standpoint of the Isaan Online Record News, which intends to present stories through the viewpoint of the Isan-people.

This research study revealed that the presentation of the Isan-ness Ideology was consistent with the characteristics of the text and the standpoint of the presenter. This research study revealed the presentation of the positive aspect of the Isan-ness Ideology, which is consistent with the research conducted by Kaewphat (2016), who investigated the relationship between the language use and the represented image of the Isan people in the national and local newspapers, in term of the critical discourse analysis, and found that local newspapers tended to present the positive aspect of the Isan-ness Ideology. The result of this research study also found the presentation of the negative aspect of the Isan-ness ideology, which is consistent with the research conducted by Mangkang (2017), who investigated the Isan-ness people's discourses through the contemporary ideological area of Social Studies textbooks of Thailand.

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