

บทที่ 2

ลักษณะเฉพาะในการนำเสนอข้อเขียนทางเศรษฐศาสตร์ (Text Flow)

ข้อเขียนในสาขาเศรษฐศาสตร์มีลักษณะเฉพาะเช่นเดียวกับข้อเขียนประเภทอื่นๆ ลักษณะเฉพาะเช่นว่าอาจจำแนกให้เห็นได้โดยแบ่งออกเป็น โครงสร้างย่อยดังต่อไปนี้

1. รูปแบบในการนำเสนอ

รูปแบบของการนำเสนอข้อเขียนทางด้านเศรษฐศาสตร์ (Text Structure) อาจจำแนกตามลักษณะของข้อเขียนดังต่อไปนี้

1.1 ข้อเขียนเชิงวิชาการ ได้แก่ตำรา เอกสารรายงานการวิจัย

การนำเสนอข้อเขียนประเภทนี้ ก่อนข้างจะเป็นไปอย่างมีแบบแผน เรียบง่าย และมักมีการนำเสนอที่ดี กล่าวคือ มีการเรียงหัวข้อที่นำเสนอตามลำดับความคิด เนื้อหาที่นำเสนอมีความสัมพันธ์กันตั้งแต่ต้นจนจบ บ้างอาจมีการจัดลำดับเนื้อหาตามความยากง่ายของตัวบท หรือมีการนำเสนอข้อมูลตามลำดับหมวดหมู่ตามที่ปรากฏใช้โดยทั่วไป

1.1.1 ตำรา

ข้อเขียนประเภทตำราเป็นการนำเสนอข้อมูลที่เป็นหลักการ และทฤษฎี เพื่อการศึกษาค้นคว้า แนวคิดซึ่งเป็นสาระสำคัญที่นำเสนออาจคงเดิมหรือเปลี่ยนแปลงไปตามยุคสมัยก็ได้ เนื้อหาของงานเขียนประเภทตำราอาจแบ่งออกเป็นตอนก่อนที่แยกออกเป็นบทใหญ่ และบทย่อยอย่างเห็นได้ชัดทีละบท หรืออาจจะนำเสนอเป็นบททีละบทตามความยากง่าย หรือความสำคัญของเนื้อหาจนครบถ้วนโดยไม่แบ่งเป็นตอนก็ได้ ความคิดใดที่สำคัญ ที่ต้องการเน้นย้ำเป็นพิเศษอาจปรากฏรูปแบบของการนำเสนอที่แปลกออกไปเป็นลักษณะทางสัญลักษณ์เพื่อให้เห็นเด่นชัด เช่น มักมีรูปภาพ แผนภูมิแบบต่าง ๆ ตาราง ลักษณะที่พบบ่อยในตำราทางเศรษฐศาสตร์คือ แผนภูมิรูปภาพ และสูตรคำนวณ

ตัวอย่าง

Macroeconomic Measures and Policy Tools

The measures of national income, gross national product and the price level developed in Chapter 12, give numerical values for two very important economic variables that will be

used in this and subsequent chapters.

One variable is real income or output, for which economists use the symbol Y . Real income is the value of output adjusted for price-level changes. The other variable is the price level, written as P . This quantity is measured in the form of an index such as the consumer price index. If P stands for the price index and Y for real output, then

$$\text{Real output} = \frac{\text{nominal output}}{\text{price index}}$$

or

$$Y = \frac{\text{GNP}}{P}$$

This can also be written as $\text{GNP} = P \times Y$, which says that nominal GNP is equal to the price level times real income.

P and Y , along with the level of employment (N), are **target variables**.

That is, the numerical values, and changes in the values, of these variables measure progress toward the macroeconomic goals of economic growth (increase in Y), stable prices (a slow rate of change in P , or a low inflation rate), and full employment (a low unemployment rate).

Marby, R. H. & Ulbrich, H. H. (1989). Introduction to economic principles (pp. 306-307).

Singapore: McGraw-Hill.

Study the vocabulary in the passage. Please pay careful attention to each specific definition.

income	money which one receives regularly as payment for work; also the aggregate price adjusted
output	the total value of price adjusted goods and services
adjust	a change in financial statistics to improve accuracy
variable	a mathematical element which has no fixed value but can vary to represent actual data

quantity

amount

stand (for)

phr. v.[T] to be a sign or short form of; represent; mean

แบบฝึกหัด

1. What are gross national product (GDP) and price level (P)?

2. What does Y stand for?

3. What does P stand for?

4. What does N stand for?

5. How is real income (or output) calculated?

6. What do target variables measure?

1.1.2 บทความเชิงวิชาการและเอกสารรายงานการวิจัย

ข้อเขียนประเภทนี้ให้ข้อมูลที่เป็นข้อเท็จจริงที่มีหลักฐานประกอบ บทความเชิงวิชาการจะให้ข้อมูลโดยอ้างอิงข้อเท็จจริงและหลักฐานที่ปรากฏตามรายงานการวิจัย ซึ่งจะให้ข้อมูลทั้งที่เป็นหลักการและวิธีการดำเนินการวิจัย สารสำคัญอยู่ที่ผลสรุปที่ได้รับจากการวิจัยซึ่งอาจเปลี่ยนไปตามสภาวะแวดล้อม ประชากร ตัวแปร ฯลฯ เนื่องจากเป็นการหาข้อมูลและหลักฐานใหม่ ๆ ข้อมูลที่น่าเสนอมักมีข้อมูลทางสัญลักษณ์ประกอบเช่นเดียวกับคำรา และอาจปรากฏสูตรคำนวณร่วมด้วย

เอกสารรายงานการวิจัยมีลำดับในการนำเสนอดังนี้ หลักการและเหตุผล งานวิจัยที่เกี่ยวข้อง วิธีดำเนินการวิจัย ผลสรุป ข้อเสนอแนะ

2. Related Studies

There are numerous studies on domestic violence in the literature of sociology, psychology, and other disciplines. However, the topic of domestic violence is a relative newcomer to the economics literature. The most closely related studies are those on the effects of alcohol regulation on violence aimed at children by Markowitz and Grossman (1998a, 2000). The studies use the 1976 and 1985 National Family Violence Surveys and show that increasing the beer tax is an effective policy tool in reducing both the probability and frequency of violence toward children....

Other notable economic studies on domestic violence include those by Long, Witte, and Karr (1983), Tauchen, Witte, and Long (1991), and Farmer and Tiefenthaler (1997). These papers focus only on wife abuse and model violence as a good that can be bought or avoided with income transfers. This paper adds to the current spouse abuse literature in that it addresses both of these limitations. The analysis presented here accounts for the effects of alcohol on violence and it presents the empirical estimation using a nationally representative sample.

Markowitz, S. (2000). The price of alcohol, wife abuse, and husband abuse. Southern Economic Journal, 67, 2, 279-303.

Study the vocabulary in the excerpt.

domestic	of or in the house or home
discipline	branch of learning studied at a university
literature	all the books, articles, etc. on a particular subject
violence	use of physical force on others, esp. to hurt or harm illegally
spouse	a husband or wife
empirical	guided by or based on practical experience of the world we see and feel, not by ideas out of books

แบบฝึกหัด

1. Studies conducted by Markowitz and Grossman in 1998a and 2000 investigated _____.
 1. economic literature
 2. domestic violence
 3. spousal abuse
 4. violence toward children

2. The studies reveal the relationships between _____ and _____ in a positive way.
 1. a tax increase of a certain kind of alcoholic drinks; the reduction of domestic violence
 2. increasing the beer tax ; reducing the probability and frequency of violence toward children
 3. an effective policy tool; the probability and frequency on domestic violence
 4. All of the above.

3. Studies which were conducted in 1983, 1991 and 1997 examine _____.
 1. child abuse
 2. husband abuse
 3. wife abuse
 4. alcohol abuse

4. The author's study traces _____.
 1. child abuse
 2. husband abuse
 3. wife abuse
 4. Both 1 and 2.

5. Find the suitable meaning for "account for" from the following dictionary entry.
 1. To take into consideration some key factors.
 2. To keep a record of financial transaction.
 3. to be the cause or origin of.
 4. to ignore important points.

1.2 ข้อเขียนเชิงวิจารณ์ประเภทบทความ ได้แก่ข้อเขียนทั้งที่ปรากฏเป็นคอลัมน์ในหน้าหนังสือพิมพ์ และสิ่งตีพิมพ์ประเภทอื่น ๆ เช่น นิตยสาร วารสาร เป็นต้น ลักษณะของการนำเสนออาจเป็นการหยิบยกเอาประเด็นข่าวที่น่าสนใจ และร่วมสมัยมาตีแผ่ วิพากษ์วิจารณ์หรือเป็นบทสัมภาษณ์ งานเขียนชนิดนี้จะให้ข้อมูลที่เป็นจริงร่วมกับความคิดเห็นอย่างแยกไม่ออก หากผู้อ่านสามารถแยกข้อเท็จจริงออกจากความคิดเห็นได้จะเป็นข้อได้เปรียบ

ตัวอย่าง

Commentary

Not much lucre at the SET these days

K. Sanandang

At that time there was no computer system to control trading as today's electronically-controlled trading system where matching between buying and selling orders are controlled by computers.

In the past, investors could make a fortune in the stock market as major players could combine with stock brokers and speculate in trading on certain stocks.

I have seen lot moves in the management of a listed firm causing them to attend to buy the firm's stock today and sell tomorrow.

More than 10 years later, after the market adopted a better trading system and a new law was put in place to better regulate trading, speculation and manipulation were still going on and a number of people and the management of some listed firms were alleged and charged by the Securities and Exchange Commission (SEC) during the time when Ekamot Chiriyaw was secretary-general of the SEC.

At that time people were relieved as speculative and manipulative activities at the stock market seemed to subside.

In the old days, anybody successful in getting his corporation listed by selling shares to the public would have become a millionaire overnight because most of the shares were being offered to the public at a premium. A 10 baht par share could be sold to the public before the shares got listed at 50 or 100 baht and after the shares were listed, trading prices could be inflated to as much as 1,000 baht.

A clear example of people becoming rich via this method is Thaksin Shinawatra, whose wealth was as much as 50,000 million baht when he declared his assets many years back before the economic crisis.

Getting listed on the stock market at that time was not difficult because the authorities, including the Finance Ministry, the Bank of Thailand and the stock market itself wanted to encourage firms to get listed on the market for several reasons.

First, they wanted to increase the proceeds out the stock market to help improve the market, which at that time was a secondary market. Second, they wanted to reduce the corporations' debt to equity ratio.

In the old days firms expanded by borrowing from banks as they did not have the primary equity market to raise their capital. With the primary and secondary equity market, firms were able to rely more on their raised funds from the public market and needed less bank loans.

The authorities failed to accommodate the financial market's needs at the same time the financial market was still linked with the old-school Bangkok's international banking practices (BIB) during the 1990s and that enabled firms to get much cheaper funds from abroad to finance expansion.

Today the situation is different. At the center of the crisis, firms cannot raise capital from the stock market while at the same time more and more listed firms are being delisted.

Just this week the stock market started to delist Wattana, Ban Chang Group, Star Block, Introsat, Introsat Development and Thai Granite from the market.

Directors and executives of the six companies have also been blacklisted from holding positions at listed firms in the future — and that's what's going on about stock market regulations.

** K. Sanandang is Business Editor, Bangkok Post.*

Sanandang, K. (1999, April 24). Commentary: Not much lucre at the SET these days.

Bangkok Post, p. 9.

When the Thai stock market was formed over 20 years ago, it was a very new thing at the time. Some people lost millions of baht there while many went from rags to riches. At that time many said it was no different from a gambling den.

The market has developed over time and now not many people will call the stock market a den of vice. It's true that at that time the rules were not as well set as today and there was room for people to cheat or speculate on the stock market.

At that time there was no computer system to control trading as today's electronically-controlled trading system where matching between buying and selling orders are controlled by computers.

In the past, crooked people made a lot out of the stock market as major players were able to collude with stock brokers and speculate in trading of certain stocks.

I have seen for myself the management of listed firm calling their friends to buy the firms' stock today and sell tomorrow.

More than 10 years later, after the market adopted a better trading system and a new law was put in place to better regulate trading, speculation and manipulation were still going on and a number of people and the management of some listed firms were alleged and charged by the Securities and Exchange of Thailand (SEC) during the time when Ekamol Khirawat was secretary-general of the SEC.

At that time people were relieved as speculative and manipulative activities at the stock market seemed to subside.

In the old days, anybody successful in getting his corporation listed by selling shares to the public would have become a millionaire over night because most of the shares were being offered to the public at a premium. A 10 baht per share could be sold to the public before the shares go listed at 50 or 100 baht and after the shares were listed, trading prices could be inflated to as much as 1,000 baht.

A clear example of people becoming rich via this method is Thaksin Shinawatra, whose wealth was as much as 60,000 million baht when he declared his assets many years back before the economic crisis.

Getting listed on the stock market at that time was not difficult because the authorities, including the Finance Ministry, the Bank of Thailand and the stock market itself want to encourage firms to get listed on the market for two major reasons.

First, they wanted to increase the products on the stock market so as to improve the market, which was a secondary market. Second, they want to reduce the corporations' debt to equity ratio.

In the old days firms expanded by borrowing from banks as they did not have the primary equity market to raise their capital. With the primary and secondary equity market, firms were able to rely more on funds raised from the stock market and depend less on bank loans.

The authorities failed to accomplish their intention because almost at the same time the financial market was liberalised with the so-called Bangkok International Banking Facilities (BIBF) being promoted and that enabled firms to get much cheaper funds from abroad to finance expansion.

Today the situation is different. At the centre of the crisis, firms cannot raise equity from the stock market, while at the same time more and more listed firms are being delisted.

Just this week the stock market agreed to delist Wattachak, Ban Chang Group, Star Block, Univest, Juldis Development and Thai Granite from the market.

Directors and executives of the six companies have also been blacklisted from holding positions at listed firms in the future—and that's what's good about stock market regulations.

Study the vocabulary in the reading.

lucre	n.[U]money or profit
SET	Stock Exchange of Thailand
stock market	stock exchange
from rags to riches	going from being very poor to being very rich
gambling den	a place where people go to play cards, etc., illegally
den of vice	a place where people perform illegal and immoral actions
speculate	to buy or deal in goods, shares, etc., whose future performance is quite uncertain, in the hope of a large profit
collude (with)	to act secretly with someone else to manipulate conditions for personal gains

manipulation	skillful control of figures or statistics to one's benefit, often by withholding critical information การปั้นหุ่น
adopt	take and use as one's own
regulate	control, esp. by rules; bring order or method to
alleged	suspected or declared to have done something before proof of the act has been shown
corporation	a group of people who are permitted by law to act as a single unit, esp. for purposes of business, with rights and duties separate from those of its members
at a premium	at a rate above the usual value
inflate	raise (a price)
asset	a property of a person, company etc., esp. that has value and that may be sold to pay a debt
authority	[C often in pl.] a person or group with power or right, esp. in public affairs
debt	[C] something owed to someone else
equity	[usu.pl.] an ordinary share (=one of the equal parts into which ownership of a company is divided), on which no fixed amount of interest is paid an ordinary share
ratio	a figure showing number of times one quantity contains another, used to show the relationship between two amounts
capital	[S;U] wealth, esp. money used to produce more wealth or for starting a business
fund	also funds pl. n. a supply or sum of money set apart for a special purpose
loan	something which is lent, esp. money
accomplish	to succeed in doing; finish successfully; achieve
liberalise	to make liberal or more liberal, esp. by removal of limits on freedom
delist	to remove a company from the SET

blacklist a list of people, groups, countries, etc., who are disapproved of for some reasons and are to be avoided or punished in some ways

แบบฝึกหัด

1. According to the passage, for how many years has the Thai stock market been formed?

2. Why could people in the past cheat or speculate in the stock market?

3. When does "at the time" in paragraph 3 refer to?

4. How did the crooked people get a lot of money in the stock market?

5. What example was raised by the author to support that people can make a lot of money in the stock market?

6. When was the new law put into use?

7. When did speculation and manipulation become less common?

8. How did people become millionaires overnight?

9. Who is an example of a person who became a millionaire overnight?

10. Why were firms encouraged to be listed in the stock market?

11. "Today the situation is different." What does it mean?

12. What happened this week?

1.3 ข้อเขียนประเภทข่าว อาจแบ่งออกเป็น 2 ลักษณะ ได้แก่

1.3.1 ข่าวทั่วไป เป็นข้อเขียนประเภทที่นำเสนอข้อเท็จจริงเป็นหลัก จัดเป็นแหล่งข้อมูลที่เชื่อถือได้มากที่สุดเนื่องจากปราศจากอคติของผู้เขียน ลักษณะของข่าวอาจปรากฏข้อมูลทางสัญลักษณ์ประเภท ตารางแผนภูมิ หรือรูปภาพร่วมอยู่ด้วย

องค์ประกอบของข่าวในลักษณะนี้ที่สำคัญคือ พาดหัวข่าวซึ่งมักใช้คำกระชับ ให้ภาพของข่าวและเน้นอารมณ์ร่วมของผู้อ่านเช่นเดียวกับวิธีการนำเสนอข่าวโดยทั่วไป วิธีการนำเสนอรายละเอียดของข่าว จะมีใจความสำคัญอยู่ที่ย่อหน้าแรก ส่วนย่อหน้าถัดไปเป็นรายละเอียดของข่าว ที่นำมาอธิบายขยายความเพื่อให้เนื้อข่าวสมบูรณ์

ตัวอย่าง

Singapore company buys US university

Salem, West Virginia — For \$1.1 million, a Singapore-based for-profit educational group purchased Salem International University and entered the American marketplace.

The company said the 113-year-old Harrison County liberal arts college had a value of \$7.3 million.

Informatics runs a chain of computer learning centres and has franchises in more than 30 countries. The corporation was founded in 1983.

The university announced last week it had been purchased by Informatics. The sale ended a 12-year affiliation with Japan's Teikyo University.

The Tokyo-based Teikyo bailed Salem out of a financial crisis in 1989, and the school was called Salem-Teikyo until last October.

Teikyo had funneled Japanese students to Salem. But those numbers dwindled during the past few years. — AP

Singapore company buys US university. (2001, July 4). Bangkok Post, p. Business4.

แบบฝึกหัด

1. Who bought the university?

2. How much did the university cost?

3. What is Informatics?

4. When was Informatics established?

5. What is Teiko?

1.3.2 ชาวประชาสัมพันธ์ ได้แก่ประกาศขายสินค้าหรือบริการ และประกาศรับสมัครงาน ซึ่งการนำเสนอข่าวในลักษณะนี้จะตรงประเด็นมากที่สุด ไม่มีการกล่าวซ้ำหรืออธิบายซ้ำ รวมทั้ง อาจมีรูปประกอบเพื่อดึงดูดความสนใจ

ตัวอย่าง

1. ข่าวประชาสัมพันธ์ประเภทสินค้าและบริการ
ตัวอย่างที่ 1



(2001, April 3). Bangkok Post, p. Classified5.

แบบฝึกหัด

1. What is this ad about?

2. How much does each product cost?

3. How can the person who placed the ad be contacted?

ตัวอย่างที่ 2



Business lunch at Terrazzo. (2001, July 11). Bangkok Post, p. Business 1.

แบบฝึกหัด

1. What is this advertisement about?

- | | |
|--------------|-------------|
| 1. Lunch. | 2. Hotel. |
| 3. Business. | 4. Meeting. |

2. What is Terrazzo?

- | | |
|-----------------------|--------------------|
| 1. A business center. | 2. A restaurant. |
| 3. A hotel. | 4. A meeting room. |

3. Where is Terrazzo located?
 1. In any leading hotels.
 2. In a restaurant.
 3. At the Sukhothai, Bangkok.
 3. At a business center.

4. This advertisement suggests those who are interested in it _____.
 1. call to book their seats
 2. set aside a certain amount of money
 3. visit the Sukhothai alone
 4. bring the advertisement along

2. ข่าวประชาสัมพันธ์ประเภทประกาศรับสมัครงาน

ประชาสัมพันธ์ประเภทนี้มักพบได้ในหน้าโฆษณา หรือประกาศรับสมัครงาน (Classified) โดยเฉพาะ แต่บางครั้งอาจพบได้ในหน้าธุรกิจ (Business) หรือการเงิน (Finance) ด้วย

ตัวอย่างที่ 1

Regulator seeks staff

The Office of the Agricultural Futures Trading Commission, the new regulator of the country's first futures market, is seeking qualified candidates as department heads and staff of the following units: Office of the Secretary-general, Legal, Market and Business Supervision, and Administration and Human Resources.

Applicants can admit details before Oct 15 to the Office of the Agricultural Futures Trading Commission, 2 Maharaj Rd, Phra Nakhon, Bangkok 10200. Tel 02-622-2450-2, 02-622-2454, or e-mail market@dit.go.th.

Regulator seeks staff. (2001, October 9). Bangkok Post, p. Business3.

แบบฝึกหัด

1. What organization has some position vacancies?

2. What positions are sought?

3. What is the dateline for the job application?
-

ตัวอย่างที่ 2



REPLAY

**Rated as the best casual wear brand in Europe.
We require the following individual:**

Marketing/ Management Line:
University graduates that are fluent in English
and has modern day computer operate.
The right candidate will be the Managing Director
and his team in developing the business in Thailand
to another level.

Please send resumes to:

**The Managing Director
Fashion Business Company Limited
5th Floor Jagtar-Building
37 Sukhumvit 11
Bangkok 10110
Tel. 6511593-4
Fax. 2532801
E-mail: fashion@fashionbiz.ws**

(2001, August 7) Bangkok Post, p. Classified1.

แบบฝึกหัด

1. What is REPLAY?

2. What is this advertisement about?

3. What position is now open?

4. What qualifications are needed by applicants?

5. What is the job description of the position available?

6. Where should the applicants send their application forms?

1.4 ข้อเขียนประเภทบันทึกคดี เป็นข้อเขียนประเภทที่ถูกละเอียด เมื่อกล่าวถึงข้อเขียนประเภทบันทึกคดีในสาขาเศรษฐศาสตร์ ผู้อ่านมักนึกไม่ถึงว่ามีลักษณะเช่นไร ทำให้ดูเหมือนจะไม่มีบทบาทในฐานะที่อาจจัดได้ว่าเป็นข้อเขียนประเภทหนึ่ง

หากนักศึกษาได้ฝึกอ่านหนังสือพิมพ์หรือท่องอินเทอร์เน็ตอยู่เสมอ จะพบว่ามีการ์ตูนขำขัน ล้อเลียนและเสียดสีสภาพเศรษฐกิจร่วมสมัยอยู่ค่อนข้างมาก ในภาพการ์ตูนแต่ละเรื่องอาจมีหรือไม่มีคำอธิบายประกอบภาพ รวมทั้งอาจนำเสนอบทสนทนา (dialogue) ของตัวการ์ตูนประกอบภาพก็ได้ และในบทสนทนา มุขตลกขำขันมักจะอยู่ที่คำศัพท์ที่พบว่าเมื่อใช้ในเชิงเศรษฐศาสตร์แล้วความหมายเปลี่ยนไปจากปกติ ทำให้ตัวการ์ตูนตีความผิด ก่อให้เกิดความเข้าใจผิดได้

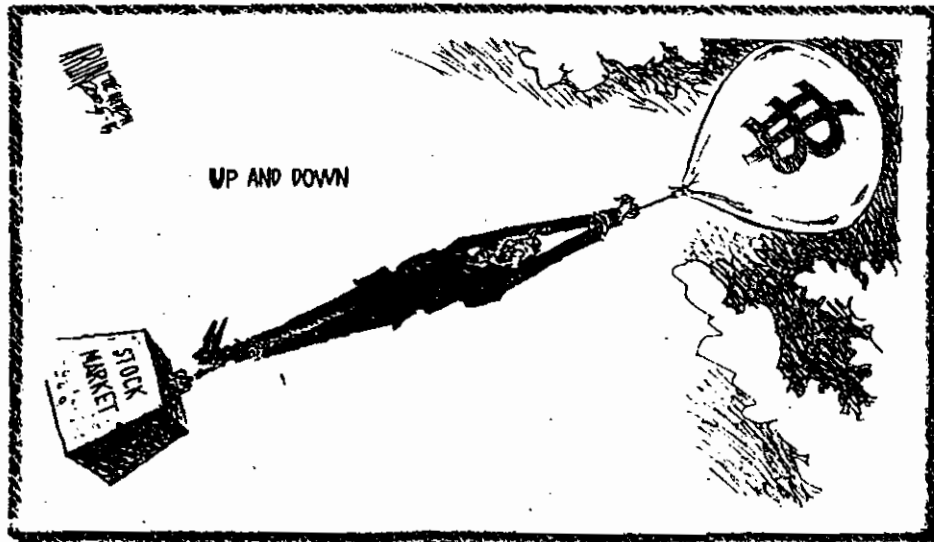
ตัวอย่าง

ตัวอย่างที่ 1 (ภาพการ์ตูนแบบไม่มีคำอธิบายภาพ)



Opinion & analysis. (2000, April 20). Bangkok Post, p. 8.

ตัวอย่างที่ 2 (ภาพการ์ตูนแบบมีคำอธิบายภาพ)



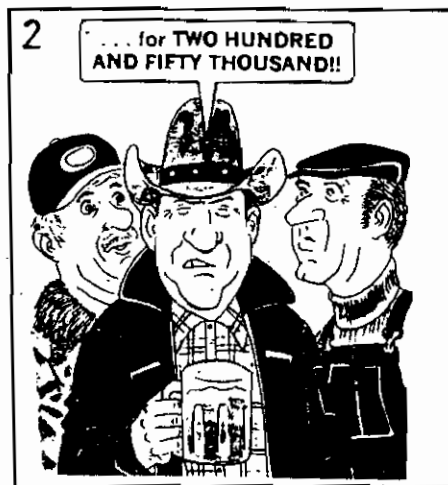
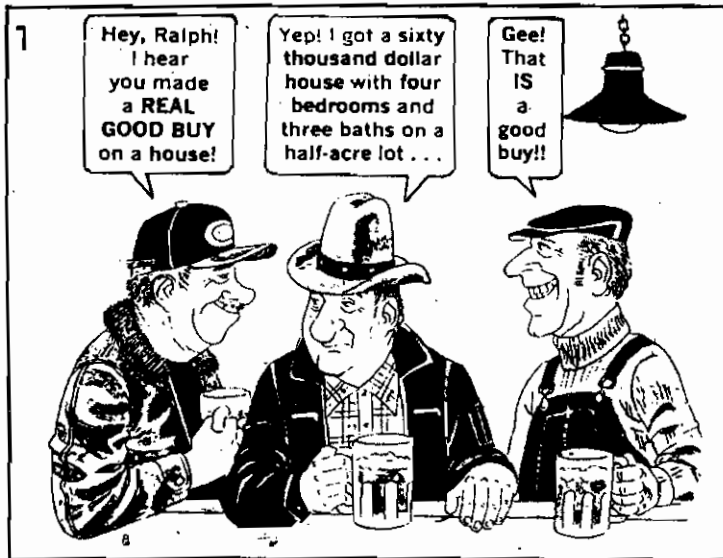
Arun's view. (2000, May 15). The Nation, p. A8.

แบบฝึกหัด

1. What is this cartoon about?

The fluctuating situation of the Stock Exchange of Thailand and the Thai currency.

ตัวอย่างที่ 3 (ภาพการ์ตูนแบบมีบทสนทนา)



Sirichart, S. (1989). Joke and merry toon (p. 98). Bangkok: Aksarapipat.

แบบฝึกหัด

1. Where are they?
 1. At an auction.
 3. At a pub.

2. At a bank.
4. At home.

2. What are they talking about?
 1. A deal.
 2. A bet.
 3. A fortune.
 4. A property.

3. How much money did the man pay?
 1. US\$60,000
 2. US\$190,000
 3. US\$250,000
 4. US\$310,000

4. The two men mentioned “a good buy”, they meant the other _____.
 1. lost a fortune
 2. got a bargain
 3. got some profit
 4. oversold his house

5. Ralph feels _____.
 1. upset
 2. happy
 3. excited
 4. bored

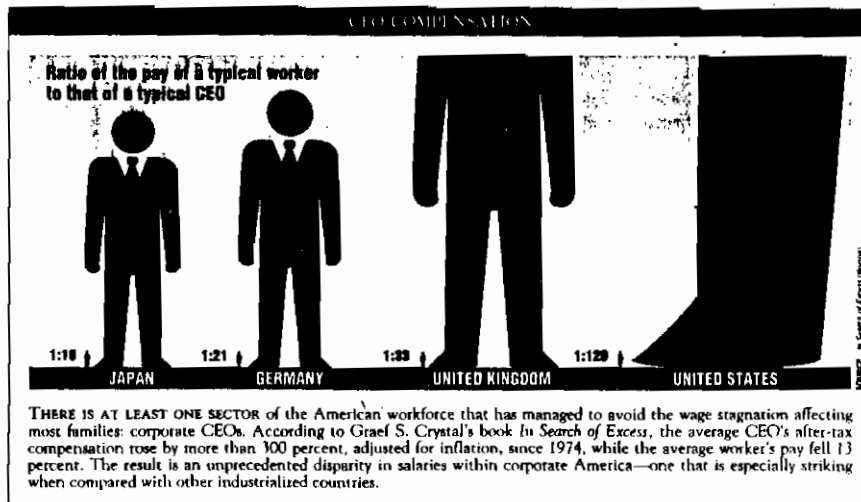
ขณะที่อ่านข้อเขียนแต่ละประเภท ผู้อ่านควรที่จะให้ความสนใจข้อมูลทางสัญลักษณ์ไม่ยิ่งหย่อนไปกว่าเนื้อหาที่ปรากฏ เนื่องจากข้อมูลทางสัญลักษณ์สะท้อนความคิดรวบยอดที่ผู้เขียนต้องการนำเสนอไว้ และความสามารถในการอ่านข้อมูลทางสัญลักษณ์จัดเป็นข้อได้เปรียบของผู้อ่านในแง่ที่ช่วยให้เข้าใจเนื้อเรื่องได้ดีขึ้น และรวดเร็วขึ้น

2. โครงสร้างทางสัญลักษณ์ที่นำเสนอ

ข้อเขียนทางเศรษฐศาสตร์มีความจำเพาะที่เห็นได้ชัดอย่างหนึ่งซึ่งทำให้ข้อเขียนประเภทนี้แตกต่างจากข้อเขียนประเภทอื่น คือมีการใช้แผนภูมิต่าง ๆ ประกอบการอธิบายด้วยภาษาเขียน แผนภูมิที่ใช้เหล่านี้ นับได้ว่าเป็นหัวใจของข้อเขียนแต่ละชิ้น เนื่องจากแผนภูมิที่ใช้ปรากฏอยู่พร้อมกับข้อเขียน จะสรุปใจความสำคัญของสิ่งที่ผู้เขียนต้องการสื่อไว้ทั้งหมด หากผู้อ่านมีความสามารถที่จะทำความเข้าใจข้อมูลที่ปรากฏในเชิงสัญลักษณ์ได้ย่อมเข้าใจเนื้อเรื่องได้เป็นอย่างดี และรวดเร็วมากยิ่งขึ้น

ขอให้นักศึกษา ฝึกหาความหมายจากแผนภูมิที่ผู้เขียนมักใช้ประกอบคำอธิบายซึ่งอาจจำแนกเป็นประเภทต่าง ๆ ได้ดังต่อไปนี้

2.1 รูปภาพ หรือแผนภูมิรูปภาพ



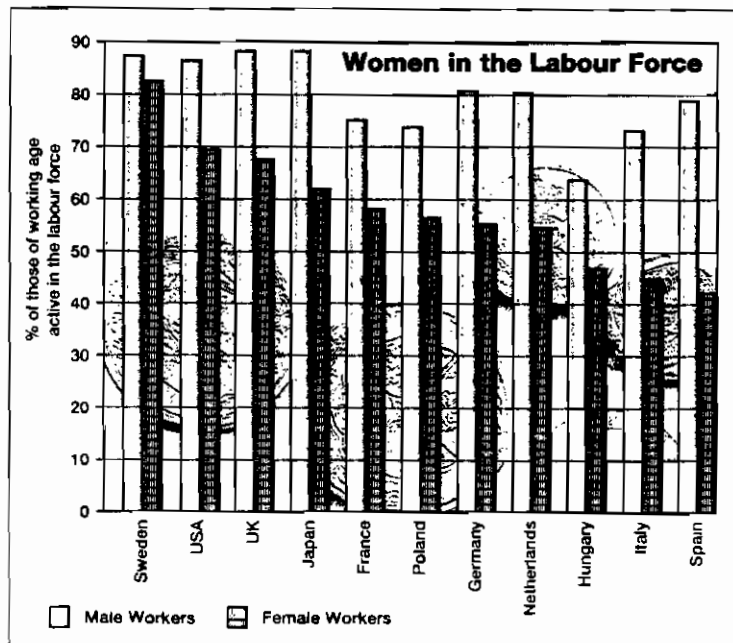
Reich, R., Gilder, G., Luttwak, E., Blackwell, R., & Dunlap, A. (1996, May). Does America still work? *Harper's*, 292, 46.

แบบฝึกหัด

1. In what country is the ratio of the pay of a typical worker to that of a typical CEO the highest?

2. In what country is the ratio of the pay of a typical worker to that of a typical CEO the smallest?

2.2 แผนภูมิรูปแท่ง



Cannon, T. (1996). The Guinness book of business records. (p. 105). Bath: Guinness.

แบบฝึกหัด

1. What is the title of the chart?

2. What information is given vertically?

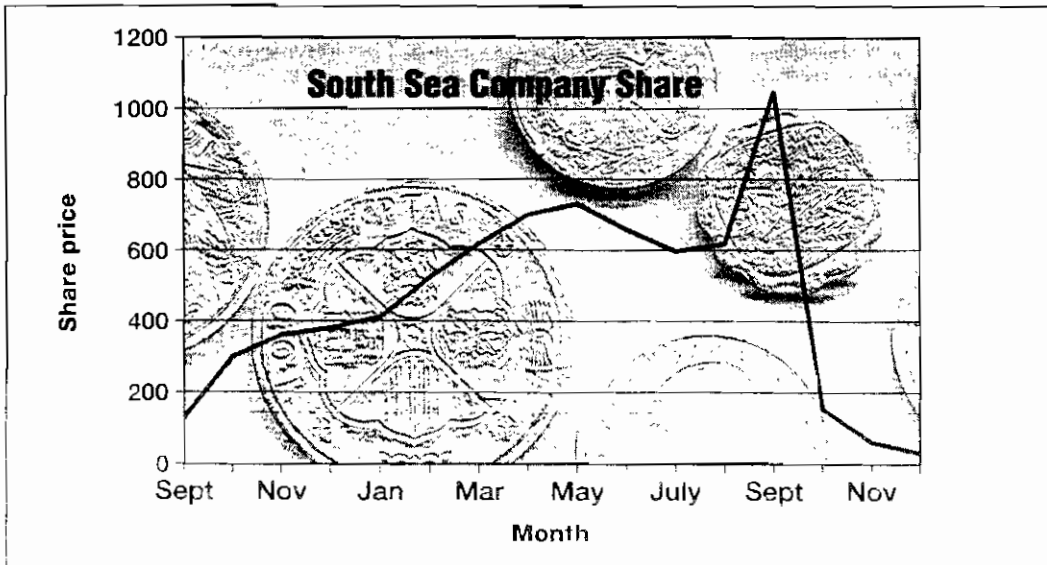
3. What information is given horizontally?

4. How many countries does this chart represent?

5. In what countries are percentage of men in the labor force equal?

6. In what country are women employed the least in the labor force?

2.3 แผนภูมิรูปภาพ



Cannon, T. (1996). The Guinness book of business records. (p. 156). Bath: Guinness.

1. What does the chart describe?

2. What information is on the horizontal axis?

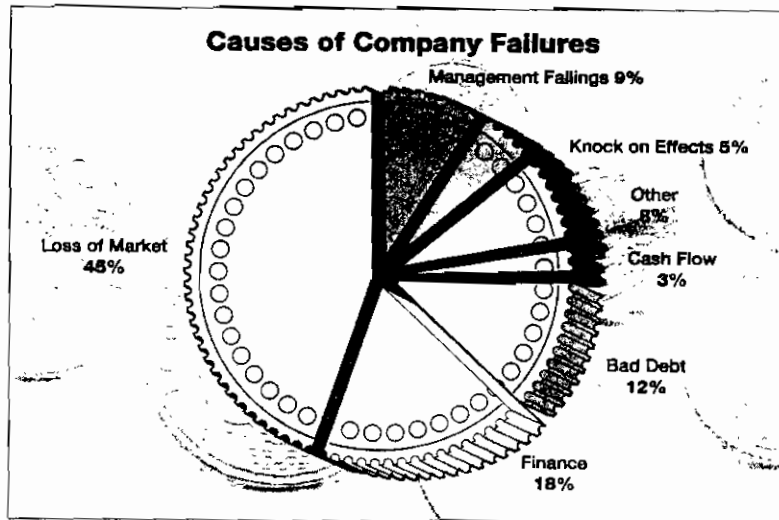
3. What information is on the vertical axis?

4. In what month did the share price reach its peak?

5. In what month did the share hit the bottom?

6. In what months did the share price exceed 600 per share?

2.4 แผนภูมิรูปพาย



Cannon, T. (1996). The Guinness book of business records. (p. 163). Bath: Guinness.

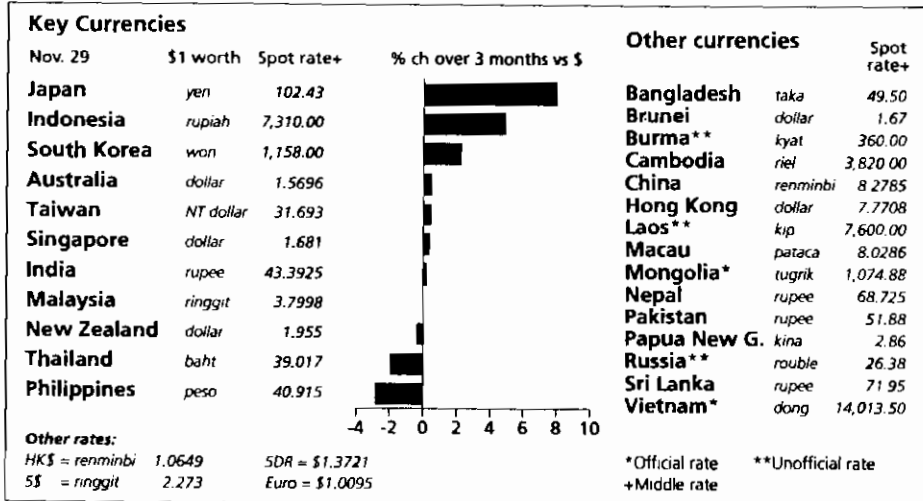
1. What does the chart describe?

2. What has caused the greatest percentage of company failures?

3. What has caused the lowest percentage of company failures?

4. What percentage of company failures is caused by bad debt?

FOREIGN EXCHANGE



Prices & trends. (1999, December 9). *Far Eastern Economic Review*, 54.

แบบฝึกหัด

1. What currency is used in New Zealand?

2. How many kyat are worth US\$1?

3. What currency is the weakest when compared to the US dollar?

4. What two currencies are worth almost equally to each other when compared to the US dollar?

5. Which countries in the chart use the dollars as their currency?

กิจกรรมการเขียน

กิจกรรมที่ 1

Do the exercise after skimming and scanning the following excerpt.

Any countries confronting the bitter economic crisis usually have similar economic conditions. For instance, a chronic large current account deficit usually goes along with a high proportion of external debts compared to national reserves. Those indicators could be used as an early economic warning signal to see whether any economy would confront an economic crisis.

The goals of this article are to investigate and compare the features of the economic environment of those countries that have plunged into economic crisis, and to point out the economic conditions that are likely to lead to economic distress in the future. The economic warning indicators can be classified systematically into 3 categories. Those are the macroeconomic syndrome, the financial and banking system syndrome, and the balance of payment syndrome. There are different sets of warning indicators according to each type of syndrome. To clarify the warning indicators, four countries are selected as the representatives for consideration. There are Mexico, Thailand, South Korea, and Indonesia. These four countries indicate each type of syndrome since those countries have experienced a crisis as exhibited in the following table:

Country	Crisis period
Mexico	1982, 1994
Thailand	1979, 1984, 1997
Indonesia	1992-94, 1997

Mexico's crisis took place twice in 1982 and 1994, originating from a banking crisis and macroeconomic crisis, respectively. For Thailand, there have been three major economic downturns. The first crisis happened in 1979. In 1984 came the baht crisis. The most severe one in Thailand's history, called Tomyum Kung disease, occurred in mid-1997. The latest

Thai economic downturn is a factor in breeding and triggering economic turmoil both in South Korea and Indonesia. (However, during 1992-94 Indonesia plunged into crisis, namely a banking crisis.)

Lim, A. (1998). The economic warning indicators: Economic features for crisis. ERTC Economic Monitor, May-June 1998, 50-51.

1. What are the conditions that commonly lead to an economic crisis mentioned in this article?

2. According to the author, how many purposes are there indicated to this article?

What are they?

3. What does "Tomyam Kung disease" refer to?

4. What are the three economic warning signals as categorized by the author?

5. Why were the four Asian countries chosen as the examples for consideration?

6. What was the cause of the second economic crisis in Mexico?

7. Why was Thailand's latest economic downturn called a disease?

8. What word in the passage can be used to replace the word "distress"?

9. What does the word "confront" mean?

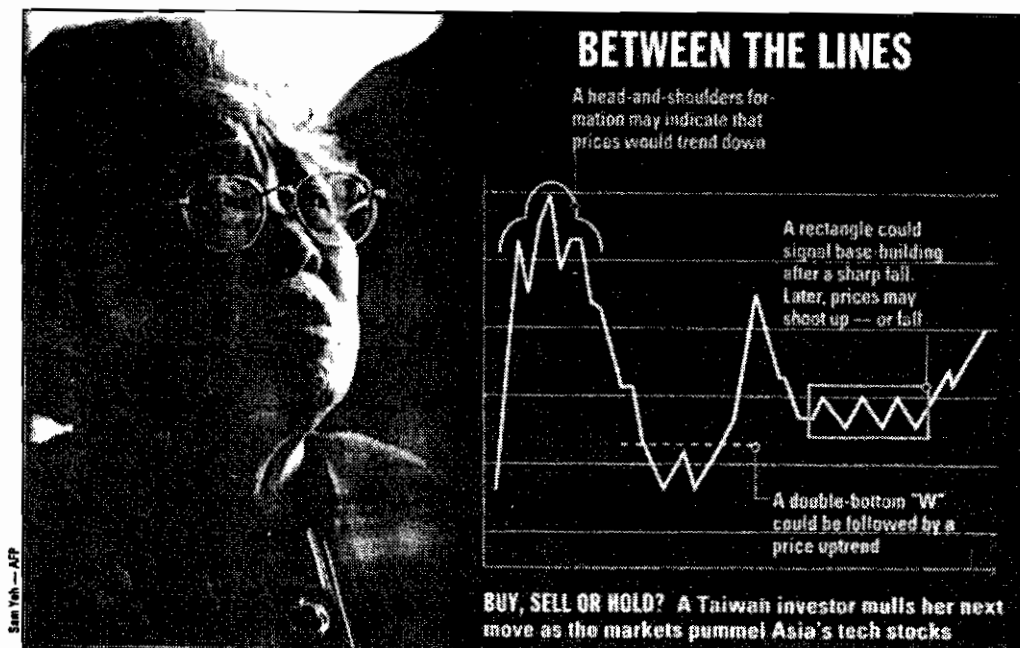
กิจกรรมที่ 2

Read the following excerpt and circle the best answers.

The question on most investors' minds is: How do you tell when a stock has hit bottom when the prices of tech blue chips move like crazy? The tools used by technical analysts can help. In classical theory, certain formations can indicate future trends. A head-and-shoulder shape, for example, often

(5) signals a downward move (*see chart*). You should wait for the drop to play itself out. If it forms a double bottom in a "W" formation, that could indicate an upward trend—and a signal to buy. The stock could also trade

(10) sideways, allowing you to draw a rectangle around the zig-zagging lines. A range-trader will buy when the line touches the rectangle's bottom and sell when it touches the top. He can make small gains for some time because a rectangle can last for months.



Bacani, C. (2001, March 9). The numbers game. *Asiaweek*, 27, p.27

1. "The tools" used by technical analysts can help." What tools are they?
 1. Computers.
 2. Mobile phones.
 3. Stock charts.
 4. Telecom equipment.

2. Which of the following gives the exact definition of "blue chips" in line 2?
 1. Shares of big companies in which people have confidence.
 2. Small flat piece of blue plastic used to represent an amount of money.
 3. Situations for which you no longer have hope of improvement.
 4. Serious or difficult situations, especially those that are very important.

3. The analysts suggest that the traders buy stocks when the chart forms a _____ shape.
 1. head-and-shoulder
 2. double-bottom "W"
 3. zig-zag
 4. zig-zag within a rectangular drawing

4. What formation signals that the traders not buy the stocks because of the falling prices?
 1. A head-and-shoulder.
 2. A double-bottom "W".
 3. A rectangle.
 4. A zig-zag.

5. What formation indicates both opportunities of selling and buying?
 1. A head-and-shoulder.
 2. A double-bottom "W".
 3. A rectangular drawing around a zig-zig
 4. Both 1 and 3.