Abstract

Thai cabin crew as the front line is regarded as one of the crucial factors of which their qualifications, the 'English Speaking Competency' is internationally considered, assessed and audited by the international aviation constitution for every year that affects the company's image and reputation.

'English Speaking Training' is developed to strengthen and serve Thai cabin crew's need and also the company to meet goal. Therefore, here comes the origin of 'small talk' launched by this thesis to consider if it could be assumed a possible alternative to serve purpose and break through the aimed-target with possibility.

Regarding the assumption to raise the awareness of using 'Small Talk', the initiation of the analysis was to gradually collect data from the interviewees, the Thai cabin crew. They were totally twenty participants to be interviewed for 2 times. Right after the completion of each interview, each self-assessment from the interviewee would be followed by about their critics *in English speaking competency, individually.* All the data were collected at the OPC, during flights or at the crew lounge of the hotel on line stations. To tidy up the data, they were put together into files under the names of S1-S20. In each file, it was consisted of participants' transcripts, 1st and 2nd interview as well as both 1st and 2nd self-assessments. Also, the data were formatted as audible voices of the interlocutors from the interviews including the appendixes, assembled and down loaded into the DVD attached at the rearmost of the thesis.

The data derived were analyzed by means of 'qualitative' and 'quantitative' analysis of which those of the theorists' references were there and the table of 'Small Talk' and 'Word Count' were used to analyze as part of the factors in the analysis. And, from the process of the analysis it was possible to assume for why and how 'small talk' could enable the Thai cabin crew, a better English speaking competency as a reliable finding. At the same time, the

finding also answered those 2 research questions previously mentioned in chapter 1. Hopefully, the findings could influence Thai Airways to issue the urgent strategic policy to meet her passenger's satisfaction. Moreover, there are also a lot of suggestions in verities so as to make it a brighter future development to reach goal with possibility mentioned in the chapter 5.