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APPENDIX A

APPENDIX A: RESEARCH IN CHIANG MAI

QUESTIONS FOR INTERVIEW

- School Name _____
- Your Position _____
- When this school was established _____
- Branches of the school _____

1. What are your school's main objectives??

2. What responsibilities do you have in your job?

3. What do you think the main features to be considered before opening the language school?

4. What challenges do you face in your job, and what challenges do you feel your school faces here in Chiang Mai?

5. What general teaching methodologies do you use, and why?

6. What syllabus do you follow? And what teaching resources do you have available? (e.g. Computers, internet, authentic material, books , language labs etc)

7. What are the reasons behind success of your language school?

Thank you for your time!

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APPENDIX B

APPENDIX B:

ORAL INTERVIEW PROTOCOL

This protocol will follow 'from general to specific' methods in interviewing; because, it will not only create a sequence in discussion process but also help to understand talk clearly.

PART ONE:

Introduction:

- Purpose of the study will be told to the interviewee.
- The interviewee will be taken into confidence in terms of assurance of confidentiality, anonymity and related issues by letting him/her know where, how and why the data will be used.

Brief introduction of interview and ask about school's History:

- Asking about the interviewee briefly.
- Asking about the professional experience in the field of teaching.
- Asking about setting up the school and different issues of school briefly.

PART TWO:

First Question:

- Asking about the main objectives to open up the school?
- Asking about the main features to be considered before opening up the school?

Second Question:

- Asking what kind of major challenges you have faced in opening up the school?
- Ask about the teaching methodology used in this school to teach English?

Third Question:

- Asking about the problems you mostly encounter in running up a school?
- Asking about the reasons behind success of your language schools?

Fourth Question:

- Asking about any suggestions for opening up the language school?
- Ask some other ending questions?

PART THREE:

- Talk about business issues of language schools.
- Talk about cultural issues, competitors and license things of the school which I might think effective for my school.
- Adding any point which may not have been identified in the questionnaire.

PART FOUR:

- Thanking for participating in the research.