

TABLE OF CONTENTS

	Page
Acknowledgements	v
Abstract	vi
Chapter I Introduction	1
1. Rationale and Significance of the Problem	1
2. Objective of the Study	6
3. Significance of the Study	7
4. Scope of the Study	7
5. Definition of the Terms	8
Chapter II Literature Review	11
1. Reading Skills of General English and Business English	11
1.1 Reading Comprehension Skills	11
1.2 General English and Business English	14
2. Factors Affecting Student Reading Abilities	18
2.1 Students	19
2.2 Teachers	26
2.3 Methods of Teaching Reading	28
2.4 Environments	30
2.5 Teaching Aids	32
3. Related Research on Reading Comprehension Problems and Factors Affecting the Problems	36

Chapter III	Research Designs and Methods	45
	1. The Population and the Sample	45
	2. The Research Instruments	46
	3. Data Collection	50
	4. Data Analysis	50
Chapter IV	Results and Analysis	54
	The Reading Comprehension Test Result	55
	The Questionnaire Result	55
	The Interview	64
Chapter V	Conclusion	68
	Discussion and Recommendations	72
Appendices		81
Appendix A	Business English Curriculum (Thai version)	82
Appendix B	Business English Curriculum (English version)	84
Appendix C	The Reading Comprehension Test	86
Appendix D	The Questionnaire (Thai version)	95
Appendix E	The Questionnaire (English version)	102
Appendix F	Data Analysis	108
Bibliography		127

LIST OF TABLES

	Page
Table 1: Mean and Percentage (%) of Total Scores in Reading Comprehension	54
Table 2: Mean and Percentage (%) of Total Scores on Each Reading Comprehension Subskills	55
Table 3: An Analysis of Student Problems in Reading and Understanding Business English Texts	56
Table 4: An Analysis of Factors Affecting Student Achievement and/or Failure in Reading Business English Texts	57
Table 5: Reading Strategies Students Use Before Reading	58
Table 6: Reading Strategies Students Use While Reading	58
Table 7: Reading Strategies Students Use After Reading	59
Table 8: An Analysis of Teacher Language in the Classroom	59
Table 9: An Analysis of Teaching Techniques Students Prefer Before Reading	60
Table 10: An Analysis of Teaching Techniques Students Prefer While Reading	61
Table 11: An Analysis of Teaching Techniques Students Prefer After Reading	62
Table 12: An Analysis of Environments	62
Table 13: An Analysis of Teaching Aids	63