<table>
<thead>
<tr>
<th>Title</th>
<th>Micro-level communication policy-making and implementation for rural development in Thailand: a preliminary survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author(s)</td>
<td>Kaviya, Somkuan</td>
</tr>
<tr>
<td>Date</td>
<td>1981</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://hdl.handle.net/10220/1148">http://hdl.handle.net/10220/1148</a></td>
</tr>
<tr>
<td>Rights</td>
<td></td>
</tr>
</tbody>
</table>
Micro-Level Communication Policy-Making
And Implementation For Rural Development In Thailand:
A Preliminary Survey

By

Somkuan Kaviya
Micro-level communication policy-making and implementation for rural development in Thailand: a preliminary survey

by

Dr. Somkuan Kaviya
Faculty of Journalism and Mass Communication
Thammasat University

Prepared for the EWCI/AMIC/FJMC-TU Conference
Communication on Policy for Rural Development
March 2 – 8, 1981
Each person has his own knowledge, experience, and value, which usually constitute only a partial and different view of technological application. The partial views often conflict and create the so-called defensive communication (J.R. Gibb Defensive Communication University of Chicaco Press). That is, a horticultural specialist may know well of technical aspects, but limitedly of the socio-economic context to which his technology is to be applied. His long enjoyment of being intellectual elite makes him hesitate to admit the fact on the partial knowledge and open his mind to learn the local environment. Instead, it drives him to defend his pride, often by showing off his intellectual superiority (by technical jargon, etc.) and status (high education, official rank, etc.). As for the farmer, he has already suffered from his inferior scientific knowledge and tends to defend his self-esteem. And, the defensive specialist who feels offended from practical question raised by the farmer destroys the farmer's self-confidence even more. This defensive communication usually ends up with no more communication. It should have been prevented had there been a common ground for constructive discussion, that people of different backgrounds can share their information and reconcile their judgement based on the collective information.

(Structure of Technology: A Model for Rural Development by Thanet Norabhoompipat, Thai Khadi Research Institute, Thammasat University, Bangkok, Thailand.)
Micro-level communication policy-making and implementation for rural development in Thailand: a preliminary survey.

Dr. Somkuan Kaviya

Talking about communication and rural development, Thailand is one of the most interesting case-studies either from the point of view of communication vis-a-vis rural communication or from the angle of communication for rural communication. Thailand possesses an abundant amount of mass media as well as a countless resource of group media and traditional communication culture. Meanwhile this country apparently has a vast majority of agricultural population living in the rural areas. While Thailand contains total population of about 45 millions, Table I and Table II will show you how many of them poorly live in rural areas and how poor they are if compared with average poverty of the whole country.

Table I
Rural poverty rates as distributed by regions

<table>
<thead>
<tr>
<th></th>
<th>Poverty Rate (%) (1975-1976)</th>
<th>Number of Rural population (1979)</th>
<th>Number of Poor rural population (1979)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>45</td>
<td>13,372,677</td>
<td>6,017,795</td>
<td>52.3</td>
</tr>
<tr>
<td>North</td>
<td>34</td>
<td>7,911,038</td>
<td>2,689,753</td>
<td>23.3</td>
</tr>
<tr>
<td>South</td>
<td>33</td>
<td>4,719,564</td>
<td>1,557,456</td>
<td>13.5</td>
</tr>
<tr>
<td>Central</td>
<td>15</td>
<td>8,339,136</td>
<td>1,250,870</td>
<td>10.9</td>
</tr>
<tr>
<td>Whole country</td>
<td>33.5</td>
<td>34,542,615</td>
<td>11,515,874</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: World Bank, Bangkok Paper No. 364 and Local Registration of Administration, Ministry of Interior, Thailand
Table II
Average income per year as distributed by regions

<table>
<thead>
<tr>
<th>Regions</th>
<th>Family size (Person)</th>
<th>Average Income in rural Areas 1975/76 (Bahts)</th>
<th>Average Income per head in whole country</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>per family</td>
<td>per head</td>
</tr>
<tr>
<td>Northeast</td>
<td>6.0</td>
<td>15,636</td>
<td>2,615</td>
</tr>
<tr>
<td>North</td>
<td>5.1</td>
<td>15,816</td>
<td>3,095</td>
</tr>
<tr>
<td>South</td>
<td>5.3</td>
<td>18,012</td>
<td>3,411</td>
</tr>
<tr>
<td>Central</td>
<td>5.3</td>
<td>24,432</td>
<td>4,619</td>
</tr>
<tr>
<td>Whole country</td>
<td>5.5</td>
<td>17,784</td>
<td>3,222</td>
</tr>
</tbody>
</table>

Source: National Statistics Office and National Economic and Social Development Board.

A rough figure of mass media abundance would also give you an idea of how Thailand would be capable to move ahead in a way of national development.
Table III

Mass Communication resources as distributed by regions

<table>
<thead>
<tr>
<th>Regions</th>
<th>Central (including East)</th>
<th>South</th>
<th>North</th>
<th>Northeast</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Stations</td>
<td>17,72 (Bangkok)</td>
<td>40</td>
<td>47</td>
<td>46</td>
<td>222</td>
</tr>
<tr>
<td>Radio Receivers</td>
<td>1,996,595</td>
<td>587,886</td>
<td>1,270,666</td>
<td>1,505,646</td>
<td>5,360,735</td>
</tr>
<tr>
<td>Cinema houses</td>
<td>95</td>
<td>?</td>
<td>?</td>
<td>?</td>
<td>828</td>
</tr>
<tr>
<td>Daily Newspapers</td>
<td>20</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>22</td>
</tr>
<tr>
<td>Registered periodical Newspapers</td>
<td>58</td>
<td>34</td>
<td>37</td>
<td>51</td>
<td>180</td>
</tr>
<tr>
<td>T.V. stations</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>T.V. receivers</td>
<td>598,611</td>
<td>40,014</td>
<td>57,575</td>
<td>64,615</td>
<td>761,015</td>
</tr>
</tbody>
</table>

Source: (1) Documentation Papers prepared for the National Seminar on Communication Policy, Bangkok 1978
(2) Only number of receivers obtained from the 1975 statistics available at the National Statistics Office
It is therefore of great interest to know whether communication or at least mass media has been self-oriented to support rural development and whether the organizations dealing with the rural development have properly used communication media. Both Communication and rural development can be input and output of each other. The way and the degree of input-output relationship between the communication counterpart and the rural development counterpart would indicate how effective the policy, the planning and the management are. It would also show the state of media use, the economic aspect of mass communication, and the degree of intelligence one nation has attained in an apparent effort to develop.

Many tremendous problems found in big cities and agricultural surfaces are originated from the mis-developed rural areas. The peasants are of course working for their progress, but we cannot leave them alone. All available and necessary resources should be appropriately utilized to enable them in their self-reliance process.

If Thailand has endless communication resources and a lot of terrifying problems to be solved in the development path of the country, why don't we link them one another and try to get the best out of it.

Before going to see the so-called input-output relationship, a reflection on rural Thailand and how far its development has gone would be useful.

Rural Thailand Still to develop

It is reasonably admitted that the rural under-development can cause many problems not only in its own areas out also in sophisticatedly modernized Bangkok. (1) The development of big cities and the whole Thailand would never be successful or meaningful without

(1) Statement of Natchai Tantisuk, Dean of Social Work in the ASAIHL Seminar on "Role of Universities and the problem of poverty" February 6-7 1981, Thammasat University Bangkok.
a certain level of rural development. The capital city will continue to swollen its snowball problems like rural exodus, slum-dwelling, traffic jams, energy crisis and urban poverty. The country will helplessly confront with crucial situation in economics, politics and security. Thailand has therefore felt the need to masterly plan the rural development as once expressed by the National Seminar on Information System for Rural Development at Phuket in 1978. But this agricultural country has just been laying a blue print of rural development. The present government recently declared 1981 onward the "Decade of Rural Development" after which the policy working group published a policy report and the National Economic and Social Development Board (NESDB) has started the drafting of the operation plan. It may be looked upon as a late action if compared with the progress the neighboring Malaysia has made in this field through its New Economic Policy launched a decade ago and implemented via two five-year plans. But it is never too late if considered in term of a hard decision that is made by a fairly new government.

It is also the first time in its history to thoroughly and deeply think of eradicating poverty in rural areas. Thailand's Fifth Five-Year Plan (1982-1986) will certainly include the master plan and implementation projects geared to narrow the gap between the poor rurals and the rich urbans.

Where is the communication policy?

The only doubt is that there might not be any communication input in the on-going planning of rural development. The NESDB used to show an interest in injecting more effective communication in the five-year plan, but until now no sign of serious action has appeared.

Thailand, however, has never set up a national communication policy, in spite of recommendations and encouragements both from national institutions and intergovernmental organization. The National Seminar on National Communication Policy held in Bangkok three years ago and the Intergovernmental Conference on Communication Policies in Asia and Oceania...
at Kuala Lumpur in 1979 as well as the Phuket Seminar mentioned above have particularly worked out most precious policy guidelines and policy-making processes. The Department of Post and Telegraph also organized a National Seminar on Communication Development in Thailand in December 1979 and have produced many creative recommendations. But they have not been further processed so that the respective governments would consider and accept them. The attitude of "no policy is the best policy" therefore remains hanging around mystically.

Nevertheless, the government of Kriangsak Chomanan used to declare a so-called national public relations policy which was not attached to any development plan. That is the reason why it was out with the government. The present political leaders are also trying to bring in a new idea concerning national communication plan. But we just don't know how it is going until now.

It can be concluded at this point that there has never been a national level approach through a declared decision to marry communication with any development plan.

**How is everything at the micro-level?**

We could however forget the headache of "policy without policy" and "doing without planning" at the macro-level for a while and come to have a look at the micro-level. Some organizations or institutions might be there to give us a bit of hopeful consolation. That is the main idea behind this small preliminary study. The objectives are (1) to conduct a preliminary survey in order to get a panoramic view of the rural development-communication integration that has been made up in various organizations, (2) to broadly evaluate their recognition of communication and rural development as input-output components, (3) to briefly analyze their structural system and management such as working model, policy-making, goal-setting, staffing and use of mass media, and (4) to see how the progress has been made, how we can correct the past errors and negligences and how we could bring the communication planning up to the macro-level.

Thirty organizations have been picked up to represent the important organizations that are by nature or by policy involved in communication or rural development activities. The method of selection
is mainly the brainstorming discussions within the working group about the relatively equal distribution of the samples among the public, private and state enterprise sectors.

| Table III |
|---------------------------------|-----------------|
| **Selected organizations involved in rural development activities** | |
| (1) Accelerated Rural Development Office, Office of the Prime Minister (ARDO) | Governmental |
| (2) Agricultural Extension Department Ministry of Agriculture and Cooperatives (AED) | Governmental |
| (3) Bank for Agriculture and Agricultural Cooperatives (BAAC) | State Enterprise |
| (4) Bangkok Bank Limited (BB) | Private Sector |
| (5) Community Development Department Ministry of Interior (CDD) | Governmental |
| (6) Electricity Generating Authority of Thailand (EGAT) | State Enterprise |
| (7) Family Health Division, Ministry of Health (FHD) | Governmental |
| (8) Food and Agricultural Organization Regional office in Thailand (POAO) | Intergovernmental |
| (9) Graduate Volunteer Centre Thammasat University (GVC) | State |
| (10) Irrigation Department, Ministry of Agriculture and Cooperatives (ID) | Governmental |
| (11) Non-Formal Education Department Ministry of Education (NFED) | Governmental |
| (12) Policy and Planning office Ministry of Interior (PIO) | Governmental |
| (13) Population and Community Development Association (PCDA) | Private sector |
| (14) Provincial Electricity Authority (PEA) | State Enterprise |
### Table IV
Selected organizations involved in communication activities

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>Lan Huang Daily (BMD)</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(2)</td>
<td>Communication Authority of Thailand (CAT)</td>
<td>State Enterprise</td>
</tr>
<tr>
<td>(3)</td>
<td>Chengma University Mass Communication Department (CHU)</td>
<td>State</td>
</tr>
<tr>
<td>(4)</td>
<td>Chulalongkorn University Faculty of Communication Arts (CU)</td>
<td>State</td>
</tr>
<tr>
<td>(5)</td>
<td>Ko Ro Po Radio Station Ministry of Defense (KRP)</td>
<td>Governmental</td>
</tr>
<tr>
<td>(6)</td>
<td>Mass Communication Organization of Thailand (NCOT)</td>
<td>State Enterprise</td>
</tr>
<tr>
<td>(7)</td>
<td>Public Relations Department Office of the Prime Minister (PRD)</td>
<td>Governmental</td>
</tr>
<tr>
<td>(8)</td>
<td>Television Station Channel 7 (TV 7)</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(9)</td>
<td>Thai Rath Daily (TR)</td>
<td>Private Sector</td>
</tr>
<tr>
<td>(10)</td>
<td>Thammasat University Faculty of Journalism and Mass Communication (TU)</td>
<td>State</td>
</tr>
</tbody>
</table>
English names and their abbreviations are used here only to facilitate the paper presentation.

Apart from the selection task ten lecturers from the Faculty of Journalism and Mass Communication Thammasat University participated in setting up the objectives of the survey and drafting the questionnaire in January. Seven of them took charge of going out to interview the heads or their appointees in the seated organizations. Full cooperation from most respondents has been very helpful to the tasks of the interviewers and the analysis.

The collected data are qualified enough to give a bird-eyes view of the progress in this field and to respond to the objectives identified for the survey.

One thing to here take note of is that very few organizations hesitated to properly answer the questions.

Although the questionnaire used in this survey is a complicated one, most respondents, high-level authority, understood it fairly well and frankly cooperated to give all the data concerned.

The information collected are therefore reliable and useful to the analysis work.

Outcome of the survey

The first surprising fact is that the communication organizations seem to less recognize the rural development as a significant counterpart than the rural development organization recognize the communication. The organizations like the Public Relations Department and the Mass Communication Organization of Thailand have not yet reached a stage of a professional oriented communication institution; but still remain political and commercial mechanism of the state. This might be resulted from the mere fact that most
communication departments do not feel the need to lean upon the national development principle, while the other side already need the communication or public relations/advertising input.

The second revelation is not so surprising. But it has given us a panoramic view of structural systems based upon policy, goal, planning, model, staffing, evaluation and media use of each organization. Particularly, all these findings have approximately indicated the degree of organizational recognition toward the integrated-approach implementation of communication and rural development.

The following table will show a list of the organizations grouped after their approximately-rated degree of each organizational recognition. The first group apparently shows the higher degree of recognition by its more systematic communication/development policy-making and planning, its more integrated goal-setting, its clearer communication model, and its more integrated staffing. The next groups will show a structural system of less and less integrated orientation. We can even rank the organizations within each group in order of their progress in the field. But the ranking might be wrong unless we have done a depth study of each unit for a fairly long period.
<table>
<thead>
<tr>
<th>Group</th>
<th>Organization</th>
</tr>
</thead>
</table>
| **Group I** | Food and Agricultural Organization  
- Regional office in Thailand  
- Population and Community Development Association  
- United Nations Development Programmes-Development Training and Communication Planning Unit. |
| **Group 2** | Agricultural Extension Department  
- Ministry of Agriculture and Cooperatives  
- Community Development Department  
- Ministry of Interior  
- Electricity Generating Authority of Thailand  
- Ko Ro Po Radio Station Ministry of Defense  
- Graduate Volunteer Centre Thammasat University  
- Non-Formal Education Department Ministry of Education |
| **Group 3** | Bank for Agriculture and Agricultural Cooperatives  
- Family Health Division, Ministry of Health  
- Provincial Electricity Authority  
- Provincial Waterwork Authority |
| **Group 4** | Accelerated Rural Development Office,  
Office of the Prime Minister  
- Public Welfare Department Ministry of Interior |
| Group 5 | Chiangmai University Mass Communication Department  
|        | Thammasat University Faculty of Journalism and Mass Communication  
|        | Chulalongkorn University Faculty of Communication Arts  
| Group 6 | Irrigation Department, Ministry of Agriculture and Cooperatives  
|        | Policy and Planning Office, Ministry of Interior  
| Group 7 | Communication Authority of Thailand  
|        | Bangkok Bank Limited  
|        | Public Relations Department, Office of the Prime Minister  
|        | Thai Rath Daily  
|        | Television Station Channel 7  
| Group 8 | Ban Muang Daily  
|        | Mass Communication Organization of Thailand  
|        | Thai Cement Company  
| Group 9 | Thai Farmers Bank  
| Group 10 | Siam Motor Company (Music Department)  

**Policy and planning**

About half of the cases, most of them rural-development type have shown that they have systematically set a relatively clear policy to combine communication component with the development goal. They also have set a plan with an integrated-approach view. Identification of local needs has also been done through feedback mechanism which functions more or less effectively. Meanwhile,
the study or research have not yet played a meaningful role in the planning process.

Definition of goal and objectives

Due to the lack of institutional or organizational research and the vague consciousness of social responsibility, more than ninety percent of the private sector are still attached to an old principle of free-for-all individualism and profit-making liberty. While communication is utilized to serve the publicity or public relations goal, the main thrust is again embedded in the commercial-oriented ideology. In spite of this fact, the public relations working of some private organizations, e.g. Bangkok Bank, Population and Community Development Association or Thai Rath Daily has reached a peak of success.

On the other hand, only a few units from public sector demonstrate an integrated approach planning to achieve a highly responsible goal. The FAO, the UNDP/DTCP and the Graduate Volunteer Centre of Thammasat University could be exemplary in this matter. Most of the rest seem to be in the middle of the track. Their goal definition and adjustment are often subjected to either political or administrative policy in a manner of top-down or outside-in pressure.

Integration models

Different models of communication or rural development have been applied. They range from the most sophisticated models to the most simple ones.

Six respondents have explicitly explain their sophisticated models. The UNDP/DTCP for example has adopted a system-approach one. The Community Development Department uses the Roger's Model of Innovation Adoption, the Provincial Waterwork Authority applies the Management Information Service System. The Population and Community Development Association stresses upon the feedback-approach design, the Agricultural Extension Department practices a supervision-oriented theory, while the Non-Formal Education Department emphasizes the need response approach.
Two organizations which are seriously implementing their projects with a method of live-in communication are the Electricity Generating Authority and the Graduate Volunteer Centre.

The Public Relations Department and the Television channel 7 have replied they only use one-way communication model. Two interviewees have frankly accepted that they use common-sense. (Thai Rath Daily and the Bank for Agriculture)

Seven organizations insisted that their works are certainly based on a theory or a model but they have not exactly mentioned its name or its characteristics.

Eight respondents have not replied this question.

But the most interesting thing is to see how these organization conceptually integrate the two components namely, communication and rural development, or simply what their integration model should look like.

From their organization charts, their working policy and staffing, we may put them into five groups as follows.

First group: cooperative integration model.

The communication part is integratoldy mixed up with the rural development part to play a joint function of communicating and working with the people. About thirty percent of responding organizations are with this group.
Cooperative integration-oriented model

Second group: service-integration model. The communication or the rural development is serving one another in view of increasing duty-doing efficiency. About twenty percent are with this group.
Third group: Subordinated-integration model.

Both communication and rural development services are subordinated to the organizational major function. Also about twenty percent are categorized as such.
Fourth group: publicity-oriented integration model.
The communication serves as a public relations or publicity tool of the major function. Only a few are with the group.
Fifth group: non-integrated one-way communication model. The communication media are commercialized and no concept of national development is directly taken into the working Philosophy. There is a few in the group.
If the first three groups are more or less ideal as a model, the last two groups seem to be far behind. Though they are here only thirty percent, we might have found a greater number attached to this two models if we had done another kind of the survey on a larger scale.

**Evaluation**

Nineteen organizations (about 60%) clearly responded they have conducted an evaluation of some kind in order to measure the outcome of communication use for rural development. At the same time ten organizations (30%) admitted that they have not yet done it. Among the nineteen organizations which have conducted an evaluation, fourteen confirmed that they have been satisfied by its results. Their rural development-support communication work has successfully produced a positive output for them.

Only two interviewees have not been satisfied with the conclusion of their evaluation. Three have been partly satisfied.
But from our point of view, once an evaluation has been conducted, it means that a certain improvement of communication function is taking place.

Where are the "public" mass media?

The table II has shown how Thailand is rich in "public" mass media, by which we mean the mass media that regularly functions as societal communication sources and that are not produced for public relations purpose.

Excluding the mass media organization themselves, eleven respondents have mentioned the use of such mass media, but only three of them explicitly put stress on their mass media projects.

We might not be surprised if we did not know that the mass media has reached large number of the people and has potential to take a catalyst role where face-to-face or specialized communication is not able to do.

Table XI

Use of mass media in rural Thailand
(Survey of six villages consisting of 520 households)

<table>
<thead>
<tr>
<th>Mass Media</th>
<th>Number of Users</th>
<th>Frequency of use</th>
<th>% Daily</th>
<th>Three Times a Week</th>
<th>Twice a Week</th>
<th>Once a Week</th>
<th>Not Very Often</th>
<th>Not Certain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio 454</td>
<td>Total 524</td>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>86.64</td>
<td>71.09</td>
<td>8.24</td>
<td>1.00</td>
<td>2.00</td>
<td>17.44</td>
</tr>
<tr>
<td>Films 368</td>
<td></td>
<td>%</td>
<td>70.23</td>
<td></td>
<td>21.32</td>
<td>3.19</td>
<td>5.09</td>
<td>59.63</td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
<td>%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazine</td>
<td>229</td>
<td></td>
<td>43.70</td>
<td>11.76</td>
<td>17.11</td>
<td>11.29</td>
<td></td>
<td>59.84</td>
</tr>
<tr>
<td>TV 130</td>
<td></td>
<td>%</td>
<td>26.34</td>
<td>2.63</td>
<td>5.61</td>
<td>4.09</td>
<td>12.98</td>
<td>74.09</td>
</tr>
</tbody>
</table>
Radio-broadcasting, newspapers and films can be developed and made highly productive in the support of rural development. But we know that most organizations concerned, in spite of their awareness, dare not dream of such a splendid idea. They really cannot hope for a materialization of the development communication theory through mass media. The system and situation of mass communication in this country are not so helpful to them.

The radio-broadcasting, best reach to rural areas, is rather in a chaotic empire where there is a little coordination for national development among 222 stations. The popular and hopeful transistor very often serves as an entertainment tool. The newspapers cannot yet have access to the peasants, because of the limited circulations and the cost-benefit factor. A new model of newspaper, "rural press", in spite of its success, proved by experimentation and evaluation, has not been implemented on a larger scale. Regarding the exciting film industry, it is certain that only about 5 percent of entertainment films, greatly attractive to the rural audience, have some substance that tend to contribute to the economic and social development of the nation.

It is therefore no doubt that the development policy-makers and workers are not in the position to fully bring the mass media

---

(2) See Somkuan Kaviya "Broadcasting problems in Thailand can only be solved through a macro-level planning" Journalism 25th Anniversary (in Thai), Thammasat University 1979.


(4) See Somkuan Kaviya, Unpublished survey of Thai films during the viewing of about 100 motion pictures to be selectively awarded Best Pictures of the year 1979.
component into their policy, planning, and operation. This is one of the biggest disadvantages Thailand has in comparison with the developing countries like Malaysia or the Philippines.

Summary
1. Thailand is always a rural country. The nation cannot solve its many serious problems and make a happy progress unless all efforts will be put to help poor people to help themselves and to develop their own rural communities.
2. This country has an endless communication resources i.e. mass media, group media and traditional media.
3. Communication and rural development must join together in order to get the best out of it. Communication has no vital substance without an involvement with rural development. Rural development cannot be properly materialized without software input like communication.
4. On macro-level there is no rural development plan and implementation before 1962, the first year of the fifth five-year economic and social development plan.
5. The nation is still waiting for a national communication policy and planning for rural development. It is almost certain that communication input would not be integrated with the rural development plan mentioned above.
6. On micro-level, many organizations have made some progress in the effort to combine communication with rural development.
7. The preliminary survey of thirty organizations has given the following findings:
    7.1 The organizations concerned with rural development tend to recognize the communication input more than the communication organizations recognize the other. Most of the communication organizations remain political and commercial-oriented rather than professional or development approach.
7.2 About half of the selected samples have set a relatively clear policy and planning to integrate communication with rural development objectives or projects. Research has not played a key role in the planning process.
7.3 Few units demonstrated an integrated approach planning to achieve a highly responsible goal.
7.4 Many types of communication models are being systematically applied by six organizations.
7.5 Five integration models have been found among the respondents. The best one seems to be a kind of cooperative integration model by which communication and rural development play a centrifugal role of "Work-talk" with people side by side. About 30% are using this model.
7.6 Nineteen organizations (about 60%) have conducted an evaluation of some kind in view of measuring the communication efficiency.
7.7 Only eleven interviewees mentioned the use of mass media, but three of them expressively put emphasis upon it. This might result partly from their own attitudes and appreciation, partly from the free-for-all and chaotic situation of the mass media system.

Conclusion and Suggestions

A considerable number of organizations have been on a right track in the promotion of development communication. But the individualism will one day find itself at the end of its own impasse. The only chance to go through it is to join together in the mainstream of macro-level policy-making and planning. Communication for rural development in Thailand will never be a successful story without a certain kind of overall treatment.
However, there is at least a dim light in the railway tunnel. Fourteen out of thirty decision-makers have expressed their need for communication researchers and planners. They must have realized that there is a great deal to improve and to innovate in this interdisciplinary field of communication and it could only be done by means of research and planning. This perceived need is a sign of realistic hope.

But this hope could only come true under many conditions:

1. If the Public Relations School of the Public Relations Department injects more research and planning contents in their various training courses regularly organized for public and private communicators.

2. If the Universities, particularly the Thammasat University, successfully push out or push on its programme on communication research, planning and development communication.

3. If the international institutions like AMIC, EWCI or UNESCO progressively continue to assist the government and the organizations concerned in the development of communication system and appropriate technologies.

4. If the Broadcasting Administrative Board, the National Economic and Social Development Board, and all departments and institutions concerned cooperate and coordinate in setting up "National Communication Commission" responsible for communication policy-making and planning.

5. If at least, someone takes this preliminary study for serious and makes a further step with an in-depth study of micro and macro-level. Then someone else takes it for serious again and committedly try to make full use of it.
OVERALL ACTIVITIES OF PROGRAM DESIGN

IMPLEMENTATION

PLANNING

DEVELOPMENT

Source: The Community-Based Family Planning Services (CBFPS), a unit within the Population and Community Development Association

Attention: The Singapore Copyright Act applies to the use of this document. National Technological University Library