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Communication Arts Research In Thailand 1980-1988

By

Darunee Hirunrak
COMMUNICATION ARTS RESEARCH

(1980-1988)
When the history of communications in the past is taken into consideration, it is seen that in addition to interpersonal communication, which relies on spoken language, written language and gestures, Thai society has imported almost all communication technologies or mass media of various sorts from foreign countries. That is: the business of printing and issuing newspapers was introduced in the reign of King Mengkut; subsequently, still photography and moving photography were introduced in the reign of King Chulalongkorn; radio broadcasting was introduced in the reign of King Prachadhipok (about 60 years ago), and television broadcasting was introduced in the reign of the present King. However, with respect to the various mass communication businesses introduced into Thailand, only princes and a group of noblemen enjoyed opportunities for these things and had the ability to apply them.

Studies in communication arts or communications at the level of high education or at the level of vocational education just began to appear at later times when there appeared to be a greater social need for them. For instance, Chulalongkorn University offered the course of certificate in journalism for the first time in 1939. Subsequently, the course was closed down and twice reopened before the undergraduate course in the independent Section of Mass Media Communication and Public Relations came into existence in 1965. At that time, Thammasat University had already been teaching the journalism subject in the Faculty of Social Sciences since 1954. Subsequently, in 1969, the status of the course was changed to the independent Section of Journalism and Mass Media Communication. Chiangmai University also began to open a course in mass media communication by beginning to teach the mass media communication subject in the Faculty of Humanities in 1964, and it gained the status of Department of
Mass Media Communication in 1968. Meanwhile, Ramkamhaeng University has been teaching the communication subject in the Faculty of Humanities and Education and the advertising subject in the Faculty of Business Administration since 1977.

Therefore, it is obvious that it has been more than 100 years since the birth of communication technology in Thailand. As regards studies in communication or information arts, the courses just began to be offered 44 years ago. That is why in early years Thailand had to rely in large part on foreign countries for various knowledges, and it is about 20 years ago when awareness in the mass media communication area began to grow. The importance of mass media communication began to be perceived and accepted. This led to the rise of article writing, textbook writing and more active searching for knowledge in this matter in various forms like holding seminars, publishing journals and pamphlets and, importantly, attention began to be increasingly paid to studying and researching about mass media communication, which accounts for the quick expansion of the amassing of knowledges and technologies in mass media communication over the past period of about 20 years. Today, these are reflected in a great number of journalistic printed materials and documents.

Awareness in the communication area, whether arising in the academic circle or the professional circle, is a good omen. It indicates that Thai society has amassed experiences and knowledges at a level and is ready to enlarge the scope of searching. The assortment of printed materials of communication arts and documents done at the present time by arranging them into groups and indices is something new and represents an important step of knowledge amassing. That is, when the names of such printed materials and documents are gathered together, that will enable persons in the communication arts circle themselves and persons interested in this field of technical matters to see the progress and growth of Thailand's activities in the communication arts area. Research works of this
nature is of great importance to new subject fields because the latter call for accelerate studying and researching along with the directions of developments in various knowledges and also for knowledges in lines that are consistent with the present society's needs and increasingly complicated situations.

The research work entitled Index of Printed Media in Communication Arts compiled by Umolwan Pitipathanakhosit for the purpose of collecting the names of printed materials of all types in the subject field of communication arts and arranging them into an index as a source from which to search for data in the interest of studies and to learn about data on the numbers of printed materials of various subject fields dealing with communication arts, types of printed material, which subject fields having a good number of or a lack in printed materials so as to determine how to promote suitable increases in production or research.

As to the researching method, data were explored from libraries of 12 institutes of higher education in both the central and provincial parts, dealing with only printed materials of communication arts prepared in Thailand during 1985-1989 and propagated in those library.

With respect to the substance, all the explored printed materials were assorted into 11 subject fields of communication arts. Each subject field consisted of various titles, totalling 39 titles, the details being as follows:

1. **General communication** - from printed materials with substances dealing with general communication, communication arts and communication theories, consisting of the following titles: communication, communication and language usage, communication and mind-influencing, communication and planning and policy, communication and technology and telecommunication, communication and business, family communication, organization communication, interpersonal communication, and communication arts: learning and instruction.

2. **Advertising** - from printed materials dealing with all aspects of advertising.
3. **Developmental communication arts** - from printed materials with substances dealing with putting communication into involvement with other businesses, consisting of the following titles: communication and agriculture, communication and tourism, communication and development, communication and politics, communication and education, communication and society, and communication and public health.

4. **Television and video tapes** - from printed materials with substances dealing with television and video tapes (video tapes, television tapes), consisting of the following titles: television, television and education, television and youths, and video tapes.

5. **Public Relations** - from printed materials dealing with all aspects of public relations.

6. **Still pictures and moving pictures** - from printed materials with substances dealing with still pictures and moving pictures, consisting of the following titles: photography, cartoons and movies.

7. **Speech-making art** - from printed materials with substances dealing with all aspects of speech.

8. **Journalism** - from printed materials with substances dealing with newspapers and printed materials of various types, including printing, consisting of the following titles: printing, news, newspapers, magazines and printed materials.

9. **Radio and rediffusion** - from printed materials with substances dealing with radio and similar media, i.e. rediffusion.

10. **Mass media** - from printed materials dealing with mass media as a whole, not dealing with any particular medium separately; consisting of the following titles: mass media, mass media and children, and mass media and women.

11. **Performance communication** - from printed materials with substances dealing with plays and shows, including indigenous media.
The printed materials in each of these titles would be assorted into 5 types: newspapers, theses, research reports, seminar reports and pamphlets.

The research findings can be summarized as follows: The total number of the printed materials was 696 items divided by type of printed material as follows: newspaper, 271 items; thesis 283 items; research work, 85 items; seminar reports, 25 items, and pamphlet, 52 items. From dividing these into 11 major subject fields, it was found that the subject fields with the largest numbers of printed materials were: developmental communication arts, 17.6 per cent; journalism, 13.4 per cent; and general communication, 12.1 per cent respectively; the subject fields with the smallest numbers of printed materials were: speech-making art and performance communication, 4.2 per cent. If assorting by type of printed material, the subject field of still pictures and moving pictures had the largest number printed materials, 14 per cent; the subject field of mass media had the smallest number of printed materials, 2.2 per cent; whereas theses in the field of developmental communication arts had the greatest number, 33.9 per cent, while speech-making had none. As regards research reports, journalism had the largest number, 23.5 per cent and speech-making art had none. As regards seminar reports, the field of general communication had the largest number, 24 per cent; but speech-making art, still pictures and moving pictures had none; as regards pamphlets, the subject field of television and video tapes had the largest number, 18 per cent; but speech-making art and performance communication had none.
The related research works collected were as follows:

In 1978, Nanthawan Suchato and Rawiwan Prakobphon collected research works on the communication policy, which were some of the documents of the seminar entitled National Communication Policy held on May 10-12, 1978. What they did was collecting printed materials which were reports on research works in communication arts together with the abstract of each of a total of 31 items for use in researching purposes referring to the making of the national communication policy.

In 1983, there was a research work of Ubonwan Pitiphathanakhosit and Ubonrat Siriyuvakent entitled "Surveying and Indexing Printed Materials on Communication Arts in Thailand, 1957-1982", which was a work of surveying and collecting all printed materials on communication arts (except articles from journals) from the initial age up to 1982 when technical matters of communication arts had already become widely known and formed a subject field to which various groups were paying much attention. The two persons surveyed printed materials of all kinds and in all fields of communication arts, such as research works, theses, treatises, books, documents, pamphlets, seminar documents and journals, assigning them according to 25 titles dealing with communication arts, such as photography, printing, communication, and communication and various aspects like communication and agriculture, communication and politics, interpersonal communication, news, advertising, television, radio, public relations, motion pictures, mass communication, plays and shows, etc.

Subsequently, in 1984, there was a collection of articles on communication from journals by Ubonwan Pitiphathanakhosit and Nitaya Lekkaew entitled "Index of Thai Communication Arts Journals" for the period of 1953-1983, as long as 30 years, which they collected from only magazines dealing with communication arts,
such as Khon Khosana, Nithetsarn, Nisit Naksuksa, Wan Nakkha, Varasarn Nithetsart, Varasarnsart, Varasarn Suemuancon, Varasarn Sor.Nor.Thor., and memory annuals of the Faculty of Communication Art, totalling 891 articles.

The research findings can be summarized as follows:

The total number of the surveyed printed materials was 696 items, broken down into details as follows: (see Table)

1. Books:
   - Still pictures and moving pictures, ranking 1st in quantity, 14 per cent
   - General communication, ranking 2nd in quantity, 12.5 per cent
   - Television and video tapes, ranking 3rd in quantity, 12.2 per cent
   - Mass media, ranking lowest in quantity, 2.2 per cent

2. Theses:
   - Developmental communication arts, ranking 1st in quantity, 27.9 per cent
   - Still pictures and moving pictures, ranking 2nd in quantity, 14.8 per cent
   - Television and video tapes, ranking 3rd in quantity, 12.3 per cent
   - Performance communication, ranking lowest in quantity, 1.8 per cent
   - Speech-making art, none at all

3. Research works:
   - Journalism, ranking 1st in quantity, 23.5 per cent
   - General communication and developmental communication arts, ranking 2nd in quantity, 15.3 per cent
   - Mass media, ranking 3rd in quantity, 14.1 per cent
   - Radio and rediffusion, ranking lowest in quantity, 3.5 per cent
   - Speech-making art, none at all
4. Seminar reports:

- General communication, ranking 1st in quantity, 24 per cent
- Television and video tapes, ranking 2nd in quantity, 16 per cent
- Advertising, developmental communication arts, ranking 3rd in quantity, 12 per cent
- Public relations and mass communication, speech-making art, still pictures and moving pictures, none at all

5. Pamphlets:

- Television and video tapes, ranking 1st in quantity, 18.1 per cent
- General communication, ranking 2nd in quantity, 15.6 per cent
- Advertising, public relations, journalism, radio and retransmission, ranking 3rd in quantity, 12.5 per cent
- Speech-making art and performance communication, none at all.

The subject fields with the largest numbers of printed materials were:
- developmental communication arts, 17.8 per cent; journalism, 13.4 per cent; and
- general communication, 12.1 per cent respectively.

The subject fields with the smallest number of printed materials were:
- speech-making art and performance communication, 4.2 per cent.

Observations derived from this research:

1. Of the total number of books surveyed, one half was found to be academic textbook because Sukhothai Thammathirat University, which is an open university, began to offer an undergraduate course and efforts were pooled to write textbooks on all fields of communication arts, which were formerly high in demand. In addition, books in general were not quite academic but could provide knowledge and experience, for example, as to how public relations work is done, successful A.T.'s or reference books for data research, such as business advertisement directories or books dealing with communication policies and plans.
2. The majority of the theses were at the graduate level and the reason why those in the field of developmental communication arts were in a large number is because there were graduate students studying this subject field at two institutions: Chulalongkorn University and Thammasat University. In addition to that, there were also students of other subject fields who worked out theses on use of media or communication, such as the field of sociology, the fields of public health, community development, agriculture, education, etc.

3. Research works: most of the researchers were instructors from various institutes and most of the research works were historical research ones. The rest were investigative research works, which were few.

4. Seminar reports: they were few all there was none in some subject fields because in some seminars there were accompanying document, in others there was none at all, and some seminars or their results were not publicized, which made it impossible to research on and refer to them.

5. Pamphlets: they were found to be few because most people do not prefer publishing pamphlets. In certain cases, when pamphlets have been published on specific occasions they are not maintained for reference or research.
1980

-A STUDY ON HEALTH DEVELOPMENT TELEVISION PROGRAMS' ACCEPTANCE OF TELEVISION PROGRAM'S MEMBERS, CENTER OF EDUCATIONAL TECHNOLOGY

BOONTIWA NAKHATA

-UTILIZATION OF THE ADMINISTRATIVE POWER FOR THE IMPROVEMENT OF INTRA-ORGANIZATIONAL COMMUNICATION: A CASE STUDY OF TEACHERS COUNCIL OF THAILAND

CHITRA CHITRANUKUL

-THE RELATIONSHIP BETWEEN COMMUNICATION BEHAVIOR AND THE POLITICALSOCIALIZATION OF THE PEOPLE IN BANGCHAN AREA, MINBURI, BANGKOK METROPOLIS

JATESAK SAENGSGINGKEO

-DIFFUSION ON FAMILY PLANNING INFORMATION THROUGH DIRECT MAIL

KITIMA KHUMDA

-DIFFUSION OF PRIMARY HEALTH CARE INFORMATION THROUGH PUBLICATIONS AND ITS EFFECTS ON THE LEVEL OF FAMILY HEALTH KNOWLEDGE

LUCKANA MONDHATUPLIN

-EFFECTIVE FACTORS IN PERSUADING THE MEMBERS IN ORGANIZING THE BARN KAO HEALTH COOPERATIVE PROJECT

PARANEE PRADHOMBOON

-COMMUNICATION BEHAVIOR AND POLITICAL SOCIALIZATION: A STUDY AMONG COMMUNICATION STUDENTS

PATTANAWADEE XUTO
-MEDIA EXPOSURE AFFECTING THE ADOPTION OF COFFEE GROWING AMONG COFFEE GROWERS IN PHATO SUB-DISTRICT, CHUMPHON PROVINCE
ORNIPIMOL WORADILOKE

-THE RELATIONSHIP BETWEEN COMMUNICATION BEHAVIOR AND MODERNITY OF THE PEOPLE IN BANGCHAN AREA, MINBURI, BANGKOK
SANRAWEE KACHACHEEWA

-A CASSETTE-TAPE TECHNIQUE AS AN APPROACH OF NUTRITION EDUCATION FOR RURAL MOTHERS IN THE NORTHEAST OF THAILAND.
SUTTILAK SMITASIRI

-THE OPINION OF THE "SAN PHOYOYAI" READERS IN RATCHABURI PROVINCE TOWARDS ITS ROLE IN AGRICULTURAL PROMOTION CAMPAIGN
VILAI YAMSARA

-THE STUDY OF THE ROLE OF MEDIA ON ADOPTING THE NEW COTTON VEGETATION AMONG THE SETTLERS IN LUMTHAKONG LAND SETTLEMENT, NAKHON RATCHASIMA PROVINCE.
YUPPADEE CHIYAPAKDEE

1981
-A STUDY OF THE ATTITUDE OF THREE BANGKOK METROPOLITAN GROUPS TOWARDS THE NUCLEAR POWER PLANT PROJECT
AMARA THANASONBOON

-COMMUNICATION PATTERNS AFFECTING THE ACHIEVEMENT OF AGRICULTURAL TRI-INTERRELATED-ECONOMIC-FACTORS LOAN PROJECT AMONG PEASANT VILLAGE SCOUTS IN HUA-DONG DISTRICT, AMPHOE MUANG, PICHIT PROVINCE
DUANGJAJ CHATURAPHAT


-MEDIA UTILIZATION STRATEGIES IN ESTABLISHING NUTRITION EDUCATION CONCEPT IN THE RURAL WOMEN OF SUPHAN BURI PROVINCE.

DUANGTHIP VORAPAN

-THE ROLE OF MEDIA AND FACTORS AFFECTING THE ADOPTION OF FACSIMILE-TELECOMMUNICATION: A STUDY OF INTERNATIONAL PUBLIC FACSIMILE UTILIZERS.

KASEM KITTIADCHAKUL

-THE COMMUNICATIVE ROLE OF COMMANDERS RESULTING IN THE MORALE OF THEIR SUBORDINATE IN RISK-PRONE UNITS SITUATED IN HARSH AREAS: A CASE STUDY OF BORDER PATROL POLICE PLATOONS IN THE SECOND AREA OF THE BORDER PARTROL POLICE COMMAND

LIKHTIT SUTHAPIXDU

-A COMPARATIVE STUDY OF THE ATTRIBUTES OF THE "NATURAL OPINION LEADERS" AS IDENTIFIES SOCIOGRAPHICALLY BY BORDER PATROL POLICE AND THOSE OF THE "FOLLOWERS" IN COMMUNIST-INFESTED VILLAGES IN SANANG-KANIKHON SUB-DISTRICT, UBON RATCHATHANI

MANOONATE KOMONTAT

-THE ROLE OF TEACHERS IN DIFFUSING CLEANLINESS INFORMATION: A CASE STUDY IN AMPHOE KRCK PHRA, NAHKON SAWAN

NIDHI SATAWEDIN

-EXPOSURE TO MASS MEDIA ON FAMILY PLANNING: THE STUDY OF THE WOMEN IN MUNICIPAL AREA, KHON KAEN

NITTAYA COMMUNG

-FACTORS AFFECTING THE ADOPTION OF CHILD DAY CARE CENTER: A CASE STUDY OF CHILD DEVELOPMENT CENTER AT AMPHEO KHLONG LUANG, CHANGWAT PATHUM THANI

NONGLUG CHAWALPIMBOON
- A CORRELATE OF URBANIZATION, MASS MEDIA EXPOSURE AND MODERNIZATION:
A CASE STUDY OF THE PEOPLE IN AMPHOE MUANG, SAMUT PRAKAN ..
PATCHANEE CHEYJUNYA

- THE RESULTS OF COMMUNICATION EXPOSURE TO THE DEVELOPMENT OF
KNOWLEDGE-ATTITUDE-PRACTICE IN THE RURAL JOB CREATING PROJECTS OF THE
TAMBOL COUNCIL BOARDS: A CASE STUDY OF THE TAMBOL COUNCIL BOARDS
IN AMPHOE MUANG SAMSIP, UBON RATCHATHANI PROVINCE
PAYAKAPAN POKAEW

- THE IMPACT OF MEDIA ON IMPARTING BREASTFEEDING KNOWLEDGE: A CASE STUDY
OF THE MOTHER AND CHILD CASE CENTRE IN REGION 4 KHON-KAEN PROVINCE
PENSRI VONGSIROTHKUL

- FACTORS AFFECTING FARMERS' ADOPTION OF REPLACING NATIVE RICE VARIETIES
WITH THE RECOMMENDED ONE: A CASE STUDY OF THE FARMERS IN AMPHOE CHAIYA,
SURAT THANI PROVINCE
RATTANAWADEE BURANAPIWONG

- THE EFFECTIVENESS OF PERSONAL MEDIA AND FLIPCHART USAGE IN IMPARTING
KNOWLEDGE ON MOTHERCRAFT: A STUDY OF KNOWLEDGE INCREASE AND ATTITUDE
CHANGE OF THE PREGNANT WOMEN AT SIRIRAJ HOSPITAL
RUJIRARAT CHUTHONGRAT

- THE STUDY OF RADIO LISTENING BEHAVIORS AND DEMAND FOR NON FORMAL
EDUCATIONAL RADIO PROGRAMS OF URBAN AND RURAL POPULATION IN PHITSANULOK
SOMMIT CHOATKEO

- FACTORS AFFECTING DECISION MAKING IN PHARMACEUTICAL FUND PROJECT AT
LADKRATING VILLAGE, SANAM CHAIKHET DISTRICT CHACHOENGSAO PROVINCE
SUMANA KAKPONSE
A STUDY OF COMMUNICATION CHANNELS INFLUENCING FEMALE ACCEPTABILITY OF TEMPORARY AND PERMANENT CONTRACEPTION AT CHULALONGKORN HOSPITAL

TASNAWADEE SUKHAROM

A STUDY OF TELEVISION INFLUENCE ON YOUTHS' PERCEPTION OF MORALITY: A CASE STUDY OF LOWER SECONDARY STUDENTS IN GOVERNMENT SCHOOLS UNDER THE JURISDICTION OF THE DEPARTMENT OF GENERAL EDUCATION IN BANGKOK METROPOLIS

TEERANONG KIRDSUKON

THE EFFECTIVENESS OF THE WIRE BROADCASTING TOWARDS KNOWLEDGE OF MUNICIPAL LOCAL GOVERNMENT: A CASE STUDY OF SING BURI MUNICIPALITY

THANAPOL POHSEUWAN

THE ROLE OF MEDIA ON ADOPTING THE GIANT FRESH-WATER PRAWN FEEDING AMONG THE MEMBERS OF THE SUPPORTED GIANT FRESH-WATER PRAWN FEEDING PROJECT OF AGRICULTURISTS IN KALASIN PROVINCE

TIDADAO BHUKDEE

MASS MEDIA EXPOSURE TO FOOD AND NUTRITION INFORMATION: A STUDY OF THE INFORMATION CONSCIOUSNESS OF THE MOTHERS WHO BRING THEIR CHILDREN TO PEDIATRIC CLINIC SERVICE AT RAMATHIBODI HOSPITAL, PHAYATHAI HOSPITAL AND THE HEALTH SERVICE CENTRE II

VANTHANA CHANVANICHVONG

FACTORS EFFECTING THE FARMERS' ATTITUDE ON ADOPTION OF PREGERMINATED DIRECT SEEDED RICE AT AMPHOE PHROMBURI, SING BURI PROVINCE

WACHARAPORN TRAKULDIT

UTILIZATION OF INFORMATION SYSTEM FOR DEVELOPING BUS ROUTS DETERMINATION: A CASE STUDY IN KHON KAEN PROVINCE

YOUNGYUT RUGSASRI
1982

- ROLES OF NEWSPAPERS AS INTRODUCER OF INNOVATION: AN ISSUE OF ABDATION LEGALIZATION

AUNCHALEE JARUSOMBATHI

- THE ROLE OF MEDIA AND FACTORS AFFECTING DECISION TO BECOME MEMBERS IN WOMAN AGRICULTURER GROUP: A CASE STUDY OF WOMAN AGRICULTURER GROUP IN NAKHON PATHOM

BENJAMAS WATCHARATEWINKUL

- DESIRABLE CHARACTERISTICS OF AGRICULTURAL EXTENTION AGENTS AS VIEWED BY AGRICULTURISTS IN CHOM THONG AGRICULTURAL PROJECT, CHIANG MAI PROVINCE

BOONDHAM MUNGTKONG

- THE RELATIONSHIP BETWEEN GOSSIPING BEHAVIOR AND DEVELOPMENT COOPERATION: A CASE STUDY OF PRA PLUEKG VILLAGE, TOMBOL NOK AUK, AMPHOE PAK THONG CHAI, NAKHON RATCHASIMA PROVINCE

BOONSRI PRABNASAK

- ROLES OF THE AGRICULTURAL EXTENSION OFFICER TO THE KAREN'S ADOPTION OF IRRIGATED-RICE INNOVATION IN CHIANG MAI

CHAILERK TAILANGA

- URBANIZATION AND MASS MEDIA EXPOSURE: A CASE STUDY OF THE PEOPLE IN LAMPANG MUNICIPAL, LAMPANG PROVINCE

CHOLLADA WONGWICHAI

- THE STUDY OF MEDIA EXPOSURE: THE ADOPTION OF PREGERMNATED DIRECT SEEDED RICE BY FARMERS IN SAM-CHUK, SUPHAN-BURI

KALAYA WHANGVISITH
THE ROLE OF MONK ON LOCAL DEVELOPMENT: A CASE STUDY OF RICE BANK PROJECT IN MOO BAN TA SAWANG, AMPHOE MUANG CHANGWAT SURIN
KANIKAR OMUNE

THE ROLE OF INTERPERSONAL COMMUNICATION ON BECOMING MEMBERS OF NONG PHO DAIRY COOPERATIVE IN RATCHABURI PROVINCE
KANYA SUNTHRARAK

DIFFUSION OF PUBLIC HEALTH INFORMATION AT THE RURAL VILLAGE LEVEL FOR PRIMARY HEALTH CARE DEVELOPMENT: A CASE STUDY OF IMMUNIZATION IN AMPHOE NON THAI, NAKHON RATCHASIMA
MUNTHANA HIMARKORN

RURAL COMMUNICATION: A CASE STUDY IN RADIO CORRESPONDENCE OF NONFORMAL EDUCATION ON THE PROGRAM "LIFE EXPERIENCE I"
PATCHARIN TEMMAWAT

THE STUDY OF MASS MEDIA EXPOSURE AND "INDIVIDUAL MODERNITY" OF THE STUDENTS AT DIFFERENT ACHIEVEMENT: A CASE STUDY OF THE SECOND YEAR UNDERGRADUATE STUDENTS IN TWO YEARS CURRICULUM (2524-2525) AT PIBULSONGKRAM TEACHERS' COLLEGE PHITSANULOK
PHONGLUCK JITGAROON

A COST-EFFECTIVENESS ANALYSIS AGRICULTURAL INFORMATION DISSEMINATION THROUGH P.R.D. 8 RADIO STATION
PIKUL PUMISUTINUNT

FACTORS AFFECTING SOURCE CREDIBILITY: A STUDY OF PEASANTS' OPINION IN RUNGSIT AREA
PORNSIT PATTANANURAK
COMPARATIVE STUDY OF THE EFFECTIVENESS OF THE LECTURE AND THE DRAMA METHODS IN DIFFUSING AGRICULTURAL INFORMATION BY RADIO: A CASE STUDY OF THE NON-FORMAL EDUCATION REGIONAL CENTRE, RACHABURI

PORNTHIP TOSAKUL

THE RELATIONSHIP BETWEEN MEDIA EXPOSURE IN AGRICULTURE AND THE RICE YIELD PRODUCT PER RAI OF THE FARMERS IN THE IRRIGATED AREA, AMPHOE TA MUANG, KANCHANABURI

PRAKHONG TENSAMANK

THE ROLE OF T.V. NEWS AS THE AGENDA SETTING: A CASE STUDY ON NEWS OF THE RURAL EMPLOYMENT GENERATION PROJECT IN THE FIFTH FIVE YEAR NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN

PRAMOJ RATHAVINIJ

A COMPARATIVE STUDY OF THE DIFFERENCE IN SOCIO-ECONOMIC ATTRIBUTES AND MEDIA EXPOSURE BEHAVIOR AMONG SUTAN I HYBRID SEED CORN ADOPTERS IN BANG RAKAM DISTRICT, PHITSANULOK PROVINCE

SOMSAK PHONGHANYUDH

RELATIONSHIP BETWEEN TEACHER'S COMMUNICATION EXPOSURE AND THE ADOPTION OF INSTRUCTIONAL ACTIVITY ORGANIZED ACCORDING TO IMPLEMENTATION GUIDANCE OF THE ELEMENTARY SCHOOLS CURRICULUM B.E.2521 IN AMPHOE NAKHON CHAISI, CHANGWAT NAKHON PATHOM

SUPORN WACHARASITHAM

MEDIA EXPOSURE AND ADOPTION OF BIO-GAS PROJECT BY THE PEOPLE OF TAKAM SUB-DISTRICT, SAM PHRAN DISTRICT, NAKHON PATHOM

WANCHAT THANAWANGNOI
THE OPINIONS OF RADIO PROGRAMME PRODUCERS ON THE FUNCTIONS OF RADIO BROADCASTING IN NATIONAL DEVELOPMENT: A CASE STUDY OF ON-THE-JOP TRAINEES FROM THE SCHOOL OF PUBLIC RELATIONS, THE PUBLIC RELATIONS DEPARTMENT
WATCAREE JANTAPOE

1983

THE ACCEPTANCE BEHAVIOR OF THE PEOPLE IN SLUM KLONGTOEY AREA TO DRUG PREVENTIVE MESSAGE FROM RADIO AND TELEVISION
ORASA PANKHAO

THE EXPOSURE TO POLITICAL INFORMATION IN MASS MEDIA AND POLITICAL BEHAVIOR OF WOMEN IN CHIANG MAI MUNICIPAL
PORNTIP YENJABOK

THE ATTRIBUTES OF CHANGE AGENT ON THE ADOPTION OF THE SHRIMP CULTURE AMONG THE MEMBERS OF THE KOKHAM DISTRICT COMMUNITY COOPERATIVE, SAMUT SAKHON PROVINCE
PIMCHAN CHAIWONG

THE COMBINATION OF USING RADIO YOUTH PROGRAMS AND DIFFUSION OF INFORMATION FOR AGRICULTURAL INNOVATION AMONG INTERPERSONAL COMMUNICATORS: A COMPARATIVE STUDY OF AGRICULTURAL YOUTH GROUPS AT KROKE-TA-KLAT, AMPHOE KHONG AND KOKPETCH, AMPHOE CHUM PHUANG, NAKHON RATCHASIMA
PRATOOM LERKLANG

ATTRIBUTE OF INNOVATION THAT MOST AFFECTS THE ADOPTION OF TARGET ADOPTERS: A CASE STUDY OF THE ADOPTION OF WALTER HYACINTH PRODUCTS AMONG WOMEN'S GROUP IN BAN SAN PA MOUNG, TAMBOL BAN TOM, AMPHOE MUANG PHAYAO, PHAYAO PROVINCE
PUSADEE SUPAYASAN
THE DIFFUSION OF EDUCATIONAL INNOVATIONS: FACTORS AFFECTING THE
ACCEPTANCE OF LOWER SECONDARY CURRICULUM B.E.2521 OF SCHOOLS ADMINISTRATORS
IN THAILAND
RATANAPORN DHAMMAKOSOL

THE FORMAL COMMUNICATION AND THE ROLE OF THRESHOLDS IN THE USE OF THE
OFFICER EFFICIENCY EVALUATION SYSTEM OF THE ROYAL THAI AIR FORCE
SIRIPORN HITASIRI

COMMUNICATION BEHAVIOR AND THAI CULTURAL ASSIMILATION: A STUDY OF
CHINESE IN CHAING MAI MUNICIPAL AREA
SUMON YUESIN

THE COMMUNICATION NETWORK OF INFORMATION DIFFUSION RESULTING IN THE
EXPECTATION OF THE RURAL INHABITANTS IN TERMS OF SOCIO-ECONOMIC STATUS
CHANGE IN THEIR SECOND GENERATIONS: A CASE STUDY OF THE STUDENTS FROM
CHACHOENGSAO PROVINCE UNDER THE RURAL STUDENT'S ADMISSION AND
SCHOLARSHIP PROJECT (RASP), CHULALONGKORN UNIVERSITY FOR THE ACADEMIC
YEAR 1983
SUNANTANA MANLCHOOMPHOL

COMMUNICATION FOR FERTILITY: A CASE STUDY OF INFERTILE WOMEN
TARINEE RODSON

THE TRANSFER OF FIVE BASIC VALUES AMONG MATHAYOM 1 STUDENTS IN
BANGKOK METROPOLIS: A CASE STUDY OF THE ROLES OF FAMILY COMMUNICATION,
SCHOOL COMMUNICATION AND MASS COMMUNICATION
TARNTIP SOMBOON
-THE UTILITY OF RADIO FOR CONFLICT RESOLUTION: A CASE STUDY OF CONFLICT RESOLUTION ON HYDRO POWER PLANT DEVELOPMENT IN KANCHANABURI OF THE ELECTRICITY GENERATING AUTHORITY OF THAILAND
   TATREEE RIEWCHAROEN

-THE COMPARISON OF MEDIA EXPOSURE BEHAVIOR BETWEEN THE MOTHER GROUP OF NORMAL PRESCHOOL CHILDREN AND THE MOTHER GROUP OF MALNOURISHED CHILDREN IN DIN-DAENG HOUSING PROJECT
   WITTAYA TEINJUANG

-MEDIA EXPOSURE AFFECTING THE ADOPTION OF VEGETARIANISM AMONG THE MEMBERS OF SANTI-ASOKH BUDDHIST CENTER
   YAONADEE RAKWIRINY

1984
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   BUSSABA SUTEETORN

-DAILY NEWSPAPERS AND YOUTH DEVELOPMENT: A NEWSPAPER CONTENT ANALYSIS ON YOUTH SECTIONS
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STUDY OF THE MEDIA ROLE IN ACCELERATING THE PREVENTION AND SUPPRESSION OF THE FIELD RATS PROJECT (1983) IN PATHUM THANI PROVINCE

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THE FUNCTIONS OF TELEPHONE FOR URBAN FAMILY LIFE

ORANUCH KLONGCHERNGSORN

A CONTENT ANALYSIS OF THE ROLES OF DAILY NEWSPAPERS IN WOMEN DEVELOPMENT

PANID KULSIRI

A STUDY OF ROLES AND PATTERNS OF COMMUNICATION THAT AFFECT THE PEOPLE TO BECOME MEMBERS OF CO-OPERATIVE STORES OF THE WESTERN REGION OF TEACHERS' COLLEGES.

PRAYONG SUNTAKIT

EFFECTS OF COMMUNICATION FACTORS ON THE FARMERS' SAFE USE OF PESTICIDE IN AMPHOE BAN PHEAO, CHANGWAT SAMUT SAKHON

SUMALEE ARAYANGKURA

THE RELATED FACTORS TO THE ADOPTION OF MEMBERSHIP OF THE FRESH WATER GIANT PRAWN FARMING PROJECT IN THE IRRIGATION AREA AMPHOE SI PRACHAN

SUPHAN BURI

TUPTIM SANGJUCK

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TNANCHAI DEBYASUVARN

ROLES OF WOMAN MAGAZINES IN PROVIDING KNOWLEDGE FOR WOMEN DEVELOPMENT

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-MEDIA EXPOSURE ON TOURISM IN THAILAND AND FOREIGN TOURISTS VISITING THAILAND AT PATTAYA

TASANAI SUINTORNVIPA
-COMMUNICATIVE PROCESS FOR SPIRITUAL DEVELOPMENT OF SAMNAK DHAMMA PATTI (A BUDDIST TEACHING CENTER)  
NITAYA JUNKASENSUK

THE EFFECT OF SOCIO-ECONOMIC AND COMMUNICATION FACTORS ON FARMER'S PESTICIDE APPLICATION BEHAVIOR  
NIRAMOL NANTANITJA

FAMILY RELATIONS, FAMILY COMMUNICATION PATTERNS AND ATTITUDE TOWARD HOMOSEXUALITY AMONG STUDENTS IN BANGKOK METROPOLIS  
NATCHANUK BOONANAK

THE MEASUREMENT OF DEGREES OF NATIONAL DEVELOPMENT BY COMMUNICATION INDICATORS  
PRAMOJ TACHAPIENREAT

MEDIA EXPOSURE AND POLITICAL PARTICIPATION AMONG NAKHON SAMAN TEACHERS COLLEGE STUDENTS  
PUNGSRI BOOXSURNAN

INFORMATION RECEPTION BEHAVIOR AMONG READERS OF "KAO KASET" NEWSPAPER  
POJAMAL LILAYUNA

A CONTENT ANALYSIS OF MORALITY ELEMENTS IN CHILDREN CARTOON SERIES TELEVISED IN BANGKOK METROPOLIS  
PORNCHAI CHANGDEJ

THE ROLE OF JAPANESE-TRANSLATED COMIC BOOKS IN DEVELOPING CHILDREN AND YOUTH  
PORNPHANIT PUNPHAYO
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SUWORN YUTANA


INTIRA PATAMINTORN