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GUNTACHART KASEMSANT NA AYUDHYA : PUBLIC RELATIONS TRENDS OF THE  
THAI ARMY TELEVISION CHANNEL 5 IN THE NEXT DECADE(1996-2006). THESIS  
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The purpose of this research was to study the public relations trends of The Thai Army Television Channel 5 in the next decade(1996-2006). The research had been significantly based on the views of public relations experts by applying EDFR (Ethnographic Delphi Future Research) technique. The data had been gathered from interviews and questionnaires conducted with 25 public relations experts. The findings are as follows :

1. At present, the T.V.channel 5's public relations personnel have been fully supported by the administrative officers. However, the bureaucratic red tape system has caused the lack of flexibility. There is little public relations campaign launched. In addition, the passive strategy has been adopted rather than the active one.

2. From the experts' points of views, the ideal public relations for the T.V.channel 5 should comprise advanced public relations planning, active public relations campaign, more and continuous launches of public relations news, use of various media including Internet and promotions at important exhibitions. Finally, the right public relations personnel should to be put the right job to form an efficient team.

3. Regarding the foreseeable future of The T.V.channel 5's public modern technology will be applied increasingly. Active public relations campaigning will be significantly adopted to cover a wider target market at a faster pace. In this connection, the administrative officers must pay more attention to the priorities of public relations work.

4. The experts have pointed out many suggestions for public relations of the T.V.channel 5. The image of television served for military purposes should be changed for public purposes. Quality programmers should be presented in relevance to the need of the public. Strong sale points of The Thai Army Television Channel 5 should be promoted clearly. Individual programme operators should be allowed to promote their own programmes on air. Roles and duties of public relations personnel should be given clearly. The administrative officers should take part more in public participations. "The Thai Army Television Channel 5 Company Limited" should be urgently established and allow private sector to co-operate in order to change the old image that the T.V.channel 5 is served for military purposes.

From the findings of this research, the public relations trend of The Thai Army Television Channel 5 in the next decade is believed to change to better direction as proposed by the public relations experts.

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ลายมือชื่อนิสิต.....

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....

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