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PANSIRI JITRAT: COMMUNICATION NETWORK OF LOCAL POLITICAL
GROUP IN CHONBURI PROVINCE, THESIS ADVISOR: PARICHART STHAPITANONDA
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The objective of this research is to study the characteristics of communication network among local political group in Chonburi province, group formation and factors in which effect the success of group formation of local political group in Chonburi province by means of qualitative research. In-depth interview with leading groups and local newspaper collecting were used to complete this study.

The research shows that the characteristic of communication network of local political group in Chonburi province is centralized network in which Mr.Somchai Kunpleum acts as the center actor. The network consists of Mr.Somchai's families, Chonburi representatives and local leader. The communication style is differentiated into two parts: informal communication and formal communication. The network also consist of 6 characteristics: 1) highly dominant network 2) highly centralized network 3) lowly flexible network 4) lowly reachability network 5) highly asymmetrical network and 6) open network.

The progress of group formation consist of 4 stages: 1) The exist of group leader 2) group forming 3) group progressing and 4) concrete group with rules and principles.

There are 2 kinds of factors in which influence the group formation. The major factors are group leader and sharing private benefit for members. The supporting factors are communication, problem management, group's rules, network construction and concrete development result in Chonburi province area.