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KEY WORD : OVERVIEW STUDY / INTERCULTURAL COMMUNICATION

PATTRANOOJ SAENGCHANTR : AN OVERVIEW STUDY OF INTERCULTURAL COMMUNICATION RESEARCH IN THAILAND. THESIS ADVISOR : METTA VIVATANANUKUL, ASSOCIATE PROFESSOR. 148 pp. ISBN 974-334-661-9

This study was conducted to provide a general overview of intercultural communication research in Thailand from 1983 to 1999. The term 'intercultural communication' defined in this study covers 4 levels, i.e. intercultural communication, cross-cultural communication, international communication, and comparative mass communication. By employing the documentary research technique, the researcher examined 39 theses on intercultural communication conducted by graduate students from public and private universities in Bangkok and nearby.

Results:

1. Intercultural communication's theories and concepts mostly used by Thai scholars were cultural influences on intercultural communication, i.e. cultural variability and values.
2. Of all the four levels of study defined by the researcher, intercultural communication was most applied. The issues of study mostly focused on psychological and cultural influences on intercultural communication. In addition, most researchers placed their attention on interactions between superiors and subordinates as well as coworkers from different cultures.
3. Most studies were qualitative, using documentary research and content analysis techniques, but many quantitative studies employing questionnaires were also carried out. Few were conducted both qualitatively and quantitatively, and only one was pursued experimentally. Purposive sampling techniques were used more than others. Variables related to this study could be categorized according to demographic characteristics, communication behaviors, cultural and psychological influences, adaptation, communication competence as well as attitudes and actions.
4. The problem mostly found in intercultural communication studies was the methodological issues, including problems related to sampling, research tools, research setting and data collection.

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