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PORNPHAN SHEOYCHITRA: AN OVERVIEW RESEARCH STUDY OF THESES ON COMMUNICATION IN THAI ORGANIZATIONS (1981-1998). THESIS ADVISOR : NONGLUCK SRIUSSADAPORN CHAROENNGAM, Ph.D. 164 pp. ISBN 974-334-501-9

This Documentary Research aimed to investigate the areas of study, theories, research methodologies as well as major findings in 67 theses on Communication in Thai Organizations between 1981-1998 in Communication Arts and related fields of study from 4 graduate schools : Chulalongkorn University, Thammasart University, Srinakarinwirote Prasammitr University and Dhurakitbundit University.

Results of the research were as follows :

- 1) Theses were done mostly in the following areas of study: the patterns and contents of communication, communication outcomes, communication contexts, and the impact of communication change in organizations.
- 2) The concepts and theories which were mostly used for the background of study are job satisfaction, the human relations approaches and interpersonal communication theories.
- 3) Most studies were conducted in single organization, using a survey research method and gathering data by questionnaire as a major research instrument.
- 4) The major findings of the studies which lead to knowledge on communication in Thai organizations in the following areas: effects of two-way communication and informal communication on communication satisfaction, superior and subordinate communication and satisfaction, the selection of internal media in organization and uses and gratification of communication technologies in organizations.

ภาควิชา..... วาทยวิทยาและสื่อสารการแสดง..... ลายมือชื่อนิสิต..... Pomphan
สาขาวิชา..... วาทยวิทยา..... ลายมือชื่ออาจารย์ที่ปรึกษา.....
ปีการศึกษา..... 2542..... ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....