

C750212 ## KEY WORD:	DEVELOPMENT COMMUNICATION : MAJOR INTERCULTURAL COMMUNICATION / SEA GYPSIES / COMMUNITY DEVELOPMENT
	JIRAPORN BUTRASANTI : CHARACTERISTICS AND PROBLEMS OF INTERCULTURAL COMMUNICATION BETWEEN SEA GYPSIES AND COMMUNITY DEVELOPMENT OFFICIALS : A CASE STUDY OF QUALITY OF LIFE DEVELOPMENT PROJECT IN RAWAI, MUANG DISTRICT, PHUKET PROVINCE. THESIS ADVISOR : ASSO. PROF. ORAWAN PHUNOWAD, Ph.D. 146 PP. ISBN 974 636 886 9 This study is aimed at exploring the types of message exchange and communication problems between sea gypsies and community development officials, knowledge, attitude, participation, sea gypsies' expectation of favorable characteristics of community development officials and expectation of community development projects. Questionnaires were used to collect data from a total of 214 gypsies in Rawai, Phuket. Also, depth interview with 10 community development officials concerned. Frequency, percentage, mean, t-test and One-Way ANOVA were used to analyze data. From the research, the following results were found1. The types of communication used between sea gypsies and community development officials were village visiting, meeting and communicating through opinion leaders. 2. From the perspective of sea gypsies, the problems of intercultural communication were decreased. Most of sea gypsie have the sense of being the part of Phuket people. Moreover, the differance of language was not communication problem. The communication problems in the opinion of community development officials were the sense of untrust, the lack of psychological intimacy, negative attitude towards government officials and the different of language. 3. Knowledge levels about Quality of Life Development Project were significantly different among the sea gypsies whose marital status and education levels were different. 4. Attitude towards Quality of Life Development Project was significantly different among those whose education levels were different. 5. Participation levels in Quality of Life Development Project were significantly different among those whose sexes and length of domicile in the area were different. 6. Expectation of characteristics of community Development officials were significantly different among those whose sexes were different. 7. Expectation of community Development Projects were significantly different among those whose sexes were different. 8. Knowledge about Quality of Life Development Project had correlation with attitude towards Quality of Life Development Project 9. Knowledge about Quality of Life Development Project had no correlation with practice regarding the project 10. Attitude towards the Project had correlation with practice regarding the project.

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