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KEY WORD: STATE/NEEDS/PROBLEMS/MEDIA UTILIZATION FOR DISSEMINATION/

COMMUNITY DEVELOPMENT WORKERS/WOMEN OCCUPATIONAL GROUP

BANGORN JONGSOMJIT : A STUDY OF STATE, NEEDS AND PROBLEMS

CONCERNING MEDIA UTILIZATION FOR VOCATIONAL KNOWLEDGE DISSEMINATION OF

COMMUNITY DEVELOPMENT WORKERS FOR A WOMEN OCCUPATIONAL GROUPS

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The purpose of this research was to study the state needs and problems concerning media utilization for vocational knowledge dissemination of community development worker for women occupational groups in Changwat Suphan Buri. The population involved was comprised of 77 community development workers and the sample group used in comparison consisted of 60 occupational women. All the questionnaires, interviews, and observational data were specifically designed for this study. The data were analyzed using percent-means and standard deviation.

It was found that :

1. State media utilization for vocational knowledge dissemination of community development workers were in medium level. The media most utilized were guest lecturers and village public announcements while in contrast the media less utilized were overhead transparencies, and folk media. The most common media sources for disseminating was from a collaborative effort with the other sources. The utilization of the media by the state is usually used to inform the women occupational groups of any events or activities they may find of interest.

2. The requirements of vocational knowledge dissemination for community development workers were essentially published media of all type's; while the most needed media for women occupational group were publications and videotape. All in all, it is concluded that a bigger allocated budget for media dissemination would be more beneficial for everyone involved.

3. Medium level problems for vocational knowledge dissemination were found questionnaire the community development workers involved. Most of the problems involved mainly dealt with the transportation of the overhead projectors; as they are quite bulky and very inconvenient to move around. Another critical problem was that the budget allotted for media dissemination was not only insufficient, but it is also used quite inefficiently as well.

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