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KEY WORD: COMMUNICATION / ADMINISTRATORS / LIBRARY STAFF / PRIVATE HIGHER EDUCATION INSTITUTIONS

ORANUT MEKAVIBUL : COMMUNICATION OF ADMINISTRATORS AND LIBRARY STAFF IN CENTRAL LIBRARIES OF PRIVATE HIGHER EDUCATION INSTITUTIONS. THESIS
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The objectives of this research are to study the direction, the form, the type of information and also to compare the opinions of the administrators, the information workers, and the library staff towards the direction, the form and the type of information communicated in central libraries of private higher education institutions.

The results of this research concerning direction of communication are as follows: in downward, the form mostly used is verbal informal communication; in upward, the form mostly used is verbal formal communication; and in horizontal, the form mostly used is verbal formal as well as verbal informal communications.

The types of information mostly used by the administrators, the information workers and the library staff are: the information of library management, the information of library and information science and also the information within university/college.

By comparing the opinions of the administrators, the information workers and the library staff towards the direction, the form, and the type of information, it is found that some parts of the result are different.

ภาควิชา.....บรรณารักษศาสตร์
สาขาวิชา.....บรรณารักษศาสตร์และสารนิเทศศาสตร์
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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....