

C 550352 : MAJOR MASS COMMUNICATION

KEY WORD: MASS MEDIA / DISTRIBUTION/ CATHOLIC SOCIAL COMMUNICATIONS CENTER
OF THAILAND

CHARIYA SOMPRASONG : MASS MEDIA USAGE FOR EANGELISM DISTRIBUTION
BY CATHOLIC SOCIAL COMMUNICATIONS CENTER OF THAILAND 1966-1993.

THESIS ADVISOR : ASST. PROF. KWANRUEN KITIWAT. 112 pp. ISBN 974-583-
408-4

The objective of this research is to study the use of mass media by the Catholic Social Communications Center of Thailand to evangelize the Catholic principles.

Results indicate that the Catholic Social Communications Center of Thailand has been designated by the Vatigan to transmit the Catholic ideology by using mass media as a means to link the Chatholic institution and the Thai public. The Center operates under the structure of a non-profit, voluntary organization.

The Center has adopted the social marketing approach as its mass media strategy. As a result, it uses mass media primarily to create the awareness and the understanding of the religion among the public, but not as much to induce belief or faith, to create the acceptance of the ideology or to turn the Catholic principles into practices.