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KEY WORD: REGIONAL OFFICERS / LOCAL LEADERS / THAI LANGUAGE
COMPREHENSIVE PROGRAM'S

CHITRAPORN PITUCKWONG : OPINIONS OF REGIONAL OFFICERS AND LOCAL
LEADERS CONCERNING THE THAI LANGUAGE COMPREHENSIVE PROGRAM'S
MANAGEMENT IN SOUTHERN BORDER PROVINCES. THESIS ADVISOR : PROF.
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This thesis aims to investigate and compare opinions of regional officers and local leaders concerning the Thai language-comprehensive program's management in Southern border provinces in terms of the duty performance, program operations, program evaluation and continuing activity implementation. By means of a descriptive research design, data were collected from a population of 94 regional officers under the Ministries of Education and Interior and a group sampling of 321 local leaders in Pattani, Yala and Narathiwat, totalling 415 respondents.

The findings reveal that the average extent of opinions of the respondents concerning the Thai language comprehensive program's management in terms of the duty performance, program operations, program evaluation and continuing activity implementation was at a high level. The comparison results of the respondents' opinions concerning the Thai language comprehensive program' management in Southern border provinces indicate that there is no difference in their opinions regarding duty performance, program operations, program evaluation and continuing activity implementation.