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ANONG CHAKKAPHAK : A PROPOSED INSTRUCTIONAL PROGRAM OF THE FOLK TALE SUBJECT AT THE LOWER SECONDARY EDUCATION LEVEL IN THE EAST COAST PROVINCES. THESIS ADVISOR : ASSOC.PROF. SUWATTANA UTAIRAT, Ph.D., THESIS CO-ADVISOR : PROF. SUCHARIT PIENCHOB, Ph.D., 223 pp. ISBN 974-583-812-8

The purposes of this research were to analyze the content of the folk tales of local people in the east coast provinces in the aspects of their local tradition, value, beliefs and lifestyles and to propose the instructional program of the folk tale subject at the lower secondary education level in the east coast provinces. The researcher obtained data by sending questionnaires consisting of the list of folk tales from the east coast provinces to the head of Thai Department in eighty schools under the jurisdiction of the Department of General Education in Chonburi, Rayong, Chanthaburi and Trad provinces, to check which ones were suitable for teaching in the course of TH 031 Folk Tales. The obtained data were analyzed by the researcher by means of percentage. The results of this study were as follows :

In these 35 selected tales of seven categories from the east coast provinces the content of value appeared the most, secondly were beliefs and local people's lifestyle, the traditional appeared the least.

Based on the content analysis, the researcher proposed a instructional program of the folk tale subjects at the lower secondary education level in the east coast provinces, consisted of eight lesson plans. They were approved by five jury of experts. The program and lesson plans were then modified.