

** C450889 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: PUBLIC RELATIONS/DEPARTMENT OF TEACHER EDUCATION

CHOMPHOONUT NUTAKOM: PUBLIC RELATIONS OF DEPARTMENT OF TEACHER EDUCATION. THESIS ADVISOR: ASSO.PROF. PARAMA SATAWEDIN, Ph.D.
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The objectives of this research were 1. to study the organizational structure and roles of public relations of the Department of Teacher Education 2. to study knowledge and attitudes of the Department of Teacher Education's administrators about public relations 3. to study journalists' attitudes toward the Department's public relations 4. to study the background of administrators and public relations administration.

The population involved in this study consisted of two groups: 113 administrators of the Department and 10 journalists. The questionnaires and interviewing forms were used to collect the data. Descriptive analysis was employed in data presentation.

The results of the study were as follows:

1. Public relations units of the Department of Teacher Education consisted of one Public Relations Section in Office of the Secretary to the Department and Public Relations Sections in 36 Teachers colleges. Most of them were similar in organizational structure and roles of public relations. Public relations work had to be done continuously. Public relations policies were generally recognized but not formulated in written form. Public Relations Section was divided into segments with different roles and responsibilities according to the staff's abilities.
2. Most of the Department's administrators had high level of knowledge about public relations.
3. Most of the Department's administrators had positive attitudes toward public relations.
4. Most of journalists had positive attitudes toward public relations activities of the Department of Teacher Education.
5. The Department's administrators with different background had different styles of public relations administration.