

KEY WORD : PUBLIC RELATIONS COMMISSIONNERS/AGENDA SETTING/INHOUSE JOURNALS
PAITON MARKSUK : THE ROLE OF PUBLIC RELATIONS COMMISSION OF THE
OFFICE OF PROVINCIAL PRIMARY EDUCATION FOR AGENDA SETTING INHOUSE
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The purposes of this research are to study public relations practice of the Pulic Relations Commission of the Office of Provincial Education in terms of publicizing information in Inhouse Journal of each province in the country, to analyze the form, content, information in the journal in accordance with the policy of the Office of the Board of National Primary Education. The sample group of study is the executives of the Office of Provincial Education in charge of public relations as the Board of Public Relations of each province, and to analyze the Inhouse Journal.

Results of this researchs are as follows:

Part I

1. Inhouse journals published by different educational districts were in different formats namely newspaper, magazine, newsletter and leaflet.

2. Inhouse journals contained 7 types of information namely news, photo-news, column, article, comics, fiction and peom, and advertisement.

Part II

1. Most Public Relations Commissionners took only limited part in public relations practice except for the officers directly in charge of public relations.

2. Most Public Relations Commissionners were a ware of public relations' salience.

3. Each educational district faced similar problems in public relations practice. Problems were limitation of budget, equipment and personnel. Public Relations Commissionners lacked effective coordination. Inhouse journal could not effectively serve basic policy imposed by the Office of the Board of National Primary Education.