

SUPATRA PHAIKAEW : SCHOOL PUBLIC RELATIONS IN SECONDARY SCHOOLS UNDER THE JURISDICTION OF THE DEPARTMENT OF GENERAL EDUCATION, BANGKOK METROPOLIS. THESIS ADVISOR : ASSO.PROF. NOPPONGS BUNYAJITRADULYA, 154 pp. ISBN 974-579-011-7.

The purpose of this study was to investigate school public relations, including their problems and obstacles, of secondary schools under the jurisdiction of the Department of General Education in Bangkok Metropolis.

The research revealed that:

1. In the opinions of school administrators and heads of public relations, the extent of public relations in the following six areas, ranked according to their degrees of intensity was high;

- (1) Students' activities and school activities in special occasions
- (2) Relationships between students and teachers, and among alumni, teachers and schools
- (3) Relationships among the PTA's, alumni associations, and professional associations, and relationships between pressure groups in the community and schools
- (4) Relationships between school personnel
- (5) Relationships among parents, the communities and schools
- (6) Tools, materials and channels for public relations

2. The two sample groups agreed that problems of and obstacles to school public relations were minimal.