

The objectives of this research are twofold: first, to compare the effect of various communication tools during the election, and, secondly, to ascertain whether there was any communication between representatives and voters after the election.

The sample group were the voters in the 2nd constituency of Bangkok Metropolis:

1/ Phanakorn, 2/ Pomprabsattruphai, 3/ Phatumwan, 4/ Samphantawong, 5/ Bangrak. Three sources were used: documents, questionnaires and interviews. The data were analysed in percentage and in "gamma", statistical values.

The results of the documentary study were: 1/ Documents were published both before and after the election; 2/ Three types of documents were found, namely, general documents published by each and every candidate or party; documents published by two candidates or parties; and specific documents published by an individual candidate or party; 3/ The documents highlighted their party or candidate.

The results of the questionnaire were: 1/ Policy reiteration and problem solving promises were the most commonly used campaign method; 2/ Personnel media was the least effective campaign method 3/ Mass media and other media were the most effective campaign method 4/ The most common campaign method was the use of propaganda and leaflets; 5/ After the election, most voters never received any communication from party leaders, candidates, representatives or their support groups 6/ Voters rarely checked up on the work of their representatives; however, they knew that the representatives were their agents charged with the protection of their interests, promises or did not work for the benefit of their community.

The results of the interview were: 1/ The most common propaganda issues were the community, ideology, policy or the resulting benefit of the party's or candidate's work; 2/ Personnel media was an important and effective expedient; 3/ Meeting important persons and visiting members of the constituency were important parts of the campaign; 4/ Building public utilities as requested by the voters is also an important part of the campaign; 5/ Voters contacted their representatives directly by phone or by calling on them at home, or indirectly through community leaders.

The results of the research both support and contradict the first and second hypotheses set by the researcher.