

MONGKOL PUNPERMSUKSOMBUT : THE RELATIONSHIP BETWEEN COMMUNICATION BEHAVIOR AND ATTITUDE TOWARD SELF-RELIANCE OF THAI MUSLIMS IN PHRA NAKORN SI AYUTTHAYA DISTRICT, PHRA NAKORN SI AYUTTHAYA PROVINCE. THESIS ADVISOR : ASSIS.PROF.KANJANA KAEWTHEP Ph.D., ASSIS.PROF.YUBOL BENJARONGKIT Ph.D. 176 pp. ISBN.974-579-615-8

The purpose of this research was to study the relationships between communication behavior and attitudes towards self-reliance of Thai-Muslims in Ayutthaya. The sample group was comprised of 500 Thai-Muslims. The research instrument was questionnaire constructed by the researcher. Data were collected by the interview techniques based upon the items on the questionnaire. Data analysis was divided into two parts. The first part used descriptive statistics and values of percentages were reported. At the second part multiple regression analysis technique was employed to test the hypotheses.

The research findings were as follows :

For the open-to-newspaper media factor reading internal news, agricultural news, medical column and answer-loving questions column in combination could explain the variation in self-reliance by 27 percents.

For the open-to-radio media, listening to internal news, educational programme, drama, foreign language teaching programme, country music, frequencies and duration in listening in combination could explain the variation way in self-reliance by 30 percents.

For the open-to-television media, watching drama, exotic detective movies, external news and frequencies in watching in combination could explain the variation in self-reliance by 25 percents.

For interperson communication factor, the dialogues with relatives, public health officials and religious leaders in combination could explain the variation in self - reliance by 15 percent.

For cosmopolite factor, the only one variable - going to town could explained the variation in self - reliance by 8 percent.