

The main purpose of this study was to find out the expected role and the actual performance of the mass media in supporting the work and image of social workers according to the opinions of social workers. One hundred and thirty social workers who were working at governmental and private organizations were selected for the study.

In comparing the difference between the expected role and the actual performance of mass media according to the opinions of social workers, it was found out that :

1. The expected role and the actual performance of mass media in giving information about the organization as well as the work was statistically significantly different at .001 level in which the actual performance was lower than the expected role.
2. The expected role and the actual performance of mass media in transmitting knowledge as well as in promoting skill attitude and appropriate behaviour to people was statistically significantly different at .001 level in which the actual performance was lower than the expected role.
3. The expected role and the actual performance of mass media in contributing the image of social workers was statistically significantly different at .001 level in which the actual performance has lower than the expected role.

As for the opinions of social workers toward mass media, it was found out, in this study that, television was the type of mass media which contributed information concerning social work activity which supported the work of social workers mostly and the least one was radio. Mass media which contributed the news for social work activity mostly was newspaper and the least one was radio. The mass media which needed to improve the techniques in contributing social work activity was newspaper. The mass media which could help making good understanding to the work of social work was television. Lastly, the help of mass media to social work service was seen in the indirect way instead of the direct own.

This thesis is the study of costal development planning for Surat Thani. The objectives are to study physical, economical and Social characteristic of Surat Thani coastal area, especially of mangrove area and to study relationship between coastal Settlement and ecological system of mangrove including recommendations for development.

The result of this study makes to know that there are land using in mangrove area of Surat thani coastal area, by invading for aquaculture. Because of this activety, mangrove are fast decreased. There are increasing in number of populations in the area, which mske growth of communitecs and the cause of aquaculture ecological system and environmental problems.

The recommendations for problems solving and coastal development are; mangrove conservation which are exist; making more efficiency in aquaculture to mske more production; and controlling of community growth in mangrove area to potection ecological problem.