

Phanthiwa Chusrisom, Leading Aircraftman 2013: The Study of Communication Behavior and Communication Gratification among Military Officials of the Department of Communication. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Natchuda Wijitjammaree, Ph.D. 116 pages.

The purpose of this study is to investigate communication behavior and communication gratification among military officials of the department of communications. The study is based on the survey research using questionnaires to collect the data for 400 samplings from the target population, that is, the military officials of the department of communications, Royal Thai Army through the simple random sampling method.

The research found that the patterns of behaviour and communication 5: the communications policy. With the emphasis the importance of universal access to information, links, and more information on receipt, within the Organization, the objectives in the communication to the Department's task force, operating an effective communications can respond and the command of the army as the target group is assigned to all members of the Agency and an assessment of performance and efficiency is measured from the execution. The discipline of Government and a failure of the operating instructions of the subordinates.

The Research indicates that Communication behavior within the four areas of communication between supervisors and subordinates. Communication between subordinates and superiors. Communication between colleagues. And communication between departments. The results obtained from the descriptive statistics suggest that communication between commander and subordinate is found out to be low significant while that communication between colleague in the same institute is found out to be medium average and the most communication channel to communicate that is a telephone which the rank of military have affect to communication behavior too.

The study of communication gratification in all five areas of the sufficiency of the message. The ability to improve a person's recommendation. Performance of the communication channel. Medium quality. And how to communicate with colleagues. Samples are Communication gratification at the middle level.

After studying about communication behavior and communication gratification it is found that when the government sector have good communication behavior that have affect about communicating contentment.

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Student's signature

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Thesis Advisor's signature