

Abstract

Research Title	Communicative Model for Promoting Reconciliation among Community Leaders in Nonthaburi Province
Researchers	Asst. Prof. Pranee Surasit
Faculty	Management Science, Phranakhorn Rajabhat University

The purposes of the study were 1.) to study the states and problems in communication of the community leaders in Nonthaburi Province, 2.) to study the strategy in communication for the understanding among community leaders and ,3.) to synthesize and develop the communicative form for communicative model for promoting reconciliation. Quantitative analysis as well as qualitative one was used. The sample of the study consisted of the community leaders in 6 Amphers. They were lord mayors, chiefs of groups of Local Administration Support and Coordination in Tambons, village Headmen, representatives who were accepted by the local people, including members of communities in Nonthaburi Province, 942 population altogether. In analyzing the quantitative data, descriptive statistics, percentages, mean (\bar{X}), standard deviation (S.D) and Pearson's Correlation were used. For the qualitative analysis, in-depth interviews and focus groups, also the observation were used together the data and computed. It was found that:

1. The states and problems in communication of the community leaders - Local people received the news and messages from mass media, other media, particularly from the public loudspeaker towers, the on-line radios, personal media, the leaflets, the news letters, the announcements on billboards, and the activities in the communities. Receiving the news and messages, the community leaders were with high interests and attitude, and showed political expressions in high level, with knowing and understanding in the middle level. In relation to communicative problems of the community leaders in general their opinions were in the middle level. The community leaders seemed to inform the news and messages to the people by the official media. The political news and messages were usually complicated and difficult to understand, not straightforward. Both the community leasers and the followers paid attention closely to the political news and messages, as well as their favorite activities from the media. Meanwhile, members in the communities also had the same points of view as the leaders. Concerning the qualitative analysis, it

was found that the leaders must not be the only ones who knew the news and messages. They must distribute them among the local people in the community. Besides, they must be ready to listen to other member's opinions in the community fairly to find the ways to solve problems together.

2. The strategy in communication for better understanding among community leaders

– The strategy of the sources; the content of the messages, the messages, the media/ the ways/ the methods and the receivers, the data were in the high level as in the qualitative analysis, that the sources and the receivers must know their roles, must be neutral, paying attention to participation, analyzing the messages before sending them out, knowing what the facts of the messages were, being good listeners, and thinking carefully while listening. Meanwhile, the media must be neutral, fair, inform only the true and right facts, promote the moral and the strength of the community and country.

3. Synthesizing and development of communicative model for promoting reconciliation

– The community must have the 6 following characteristics in common; 1) every members' participation in activities, 2) reliability in the leaders, 3) fairness in society, 4) education for the people in community, 5) sufficient economy, and 6) morals as restraints on what to do, which are integrated with the communicative model for promoting reconciliation in form of "NONTHABURI Model"