

Abstract

This research was a participatory action research applying qualitative methodology. The objectives of this research were 1) to study historical cultural social and economic contexts of the studied areas 2) to create a youth network in succeeding local culture applying participatory communication process as a tool 3) to produce a book entitled “A Note of Cultural Treasure” with a participation of the youth network and 4) to analyze and synthesize from the lesson learnt to find a core knowledge of a youth network creation by applying a participatory communication process.

The researchers studied in 2 areas which were; Pong Kwak community and Som Poy community, Mae Sun Sub District, Hang Chart District, Lampang Province. The research tools consisted of observation, interviewing, focus group conducting and document analysis. The total numbers of the key informant studied were 116 persons including adult and youth mainstays, youth members of the network, elderly people, and parents.

The study revealed that Pong Kwak community was an indigenous community descended the Lawa tribesmen, following the core values of respecting elderly and leaders. The distinguish identity were the local language used in their community. Some male members had been aboard as a labor to earn better income. Som Poy community was well known for the traditional arts and culture. Some of the local people gathered to create a cultural network. Though the rate of local people marrying to outsiders was considerably high, the community was still an indigenous community. The economical status of the majority in both communities was considered in middle-lower range. Most of them earned their living on agricultural work.

The youth network creation in succeeding local culture in Pong Kwak community was based on participatory communication process through conducting two local meeting stages and eight youth camps. The outputs of the procedure were the book entitled “A Note of Cultural Treasure” and a play presenting the community legend.

The youth network creation in succeeding local culture in Som Poy community was based on knowledge transfer techniques of person medium focusing on youth learning psychology, learning with satisfaction, and practicing. Activities encouraging participation were promoted such as performing arts practicing, competition joining, and the annual gratitude expression ceremony.

A model of youth network creation applying a participatory communication process consisted of two phases; a beginning stage and a growing stage. Six necessary factors in the beginning stage were 1) cultural capital and social capital within a community 2) a use of a person media within a community 3) a participation of adults and children 4) an adaptation of knowledge within the community and knowledge from outside 5) a public sphere for participating and 6) the mixed media usage, both modern and traditional media, focusing on activity media. Six necessary factors in the growing stage were 1) the insiders took leading part in managing a network 2) continuing capacity building of a person media 3) a proper proportion of youth members 4) a network had story and collective memory 5) youth members had advanced a participatory level to take part in managing the network and 6) a public sphere must be always opened for youth participation with the least limitation.