

3836374 LCCD/M : MAJOR :LANGUAGE AND CULTURE FOR COMMUNICATION AND DEVELOPMENT; M.A. (LANGUAGE AND CULTURE FOR COMMUNICATION)

KEY WORD : ROLE / ADMINISTRATOR / PUBLIC RELATIONS

TANUNTIYA CHAIYASATE : THE ROLE OF ADMINISTRATOR IN PRIVATE VOCATIONAL SCHOOL PUBLIC RELATIONS IN THE NORTHEAST. THESIS ADVISOR: ASSIST. PROF.DOUNGPORN KOMNUNWAT, B.A.,M.A,WACHIRAPORN WANDEE, B.A., M.A., YONGYUTH BURASITH, B.A., M.A. 145 p. ISBN 974-589-489-3

The purposes of this research are to study the current role of the administrator in school public relations, including problems and obstacles of private vocational schools in the northeast, covering four aspects, namely, Research-Listening, Planning-Decision Making, Communication-Action, and Evaluation. The subjects were 133 private vocational school administrators in the northeast who were the owners, the managers, and the principals of the schools. The data were analyzed by SPSS/PC computer program to find frequency, percentage, arithmetic mean, Standard deviation and F-test.

The study reveals that the administrators of every school size had the role in Researching-Listening at the high level. There was no difference at 0.05 level among the different sizes of the schools. In Planning - Decision Making, the role of the big and medium sized school administrators were rated at the high level, while the role of the administrators of the small sized schools was rated at the moderate level. There were differences at 0.05 level among the different sizes of the schools. In Communication-Action, the role of the big and medium sized school administrators were rated at the high level, while the role of the administrators of the small sized schools was rated at the moderate level. There was no difference at 0.05 level among the different sizes of the schools. In Evaluation, the role of the big sized school administrators was rated at the high level, while the role of the administrators of the medium and small sized schools were rated at the moderate level. There was no difference at 0.05 level among the different sizes of the schools.

The medium and small sized school administrators had problems and obstacles in school public relations at the moderate level, while the big sized school administrators had problems and obstacles in school public relations at the low level. There were differences at 0.05 level among the different sizes of the schools.