

## **Abstract**

This dissertation “The Communication Process for the Image Building of The Administrative Court: A Case Study from 2001-2014” has two objectives 1) To study the communication process for the image building of the Administrative Court and 2) To study the people’s awareness in Bangkok area impacting the image of the Administrative Court. This research used mixed methods 1) Qualitative research by means of researching documents together with in-depth interview of 32 key informants and 2) Survey research in order to collect information and analyze the people’s awareness in the aspect of the Administrative Court’s image by using questionnaires, and the number of samples is 600. The conceptual framework followed the theory and the SMCR model of communication process, theories of basic communication and theories of political communication to analyze the communication process for image building of the Administrative Court including policy stipulation, strategic planning, management and implementation for building the image leading to the evaluation in the aspect of the people’s awareness to the image of the Administrative Court. The research then used descriptive analysis to presents its findings.

With regards to the research outcome, the communication process for the image building of the Administrative Court has been stipulated as a part of the policy of the Administrative Court by having the various strategies for public relations and focusing on the awareness’s people in all aspects having benefit to public and people and hoping that if people acknowledge and understand their rights including the government sectors understand their duties, it shall decrease the problems regarding the infringement of people’s rights and infringement of common public. Moreover, it shall result in the advantage to the country and society leading to the conclusion of the communication process for the image building of the Administrative Court as the conceptual framework, SMCR communication theory, theories of basic communication which have been applied as follows:

1) Sender is a team of spokesmen of the Administrative Court having the three main people, one spokesman and two vice spokesmen; 2) Message having three

main issues which are the basic information regarding the Administrative Court, people's rights and duties that they should know, and management method including the steps of legal proceedings; 3) Channel which has several ways in order to reach the target group in each deferent groups consisting; 4) Receivers of three groups are ordinary people, people in the role of government official, and people in the role of mass media; and 5) Feedback is the people's awareness in the aspect of fact regarding and the awareness in the aspect of image regarding the Administrative Court.

From the research outcomes, it can be concluded that the factors of success and factors of failure in the communication process for the image building include seven interesting issues which are 1) the positive image of the Administrative Court resulting from the efficient communication process; 2) the positive image of the judicial organization resulting from judging a case fairly and quickly; 3) television media as the most influence to the awareness of image; 4) delay of legal proceedings resulting in the negative image; 5) power of the Administrative Court does not completely cover that cannot settle the problems entirely; 6) Thai social culture still has influence to guide the people's concept; and 7) communication process of the Administrative Court that the Sender has more influence than the Receiver.

The research also found that the communication process for the image building of the Administrative Court has been highly successful because most people know and understand the Administrative Court is benefits or roles to the society, but people have not understood profoundly how the Administrative Court benefits the society. Because most people do not get involved or use the services, therefore they learn the facts from the media, not by themselves. Therefore, the Administrative Court's image leads the Administrative Court to acknowledge the advantages and disadvantages of the organization that can lead to improving the organization in several aspects to benefit to society and people in the future.