

## Abstract

The three objectives of this dissertation "The Comparative Political Communication Process between the Governor and the Chief Executive of the Province: A Case Study in Saraburi Province during 2551-2552 B.E." are:

1. To study the process of political communication strategy development offered to the public by the Governor.
2. To study the process of political communication strategy development offered to the public by the Chief Executive of The province.
3. To study the comparison of the process of political communication strategy development offered to the public by the Governor and the Chief Executive of The province

This is a qualitative research using the framework of the communication process, David K. Berlo, the political communication theory of Brian McNair combined to the Two-Step Flow Theory of Paul F. Lazarsfeld, concepts of the new public management, and the concept of local development strategies. A framework for the study and techniques for data collection are from the in-depth interviews and participatory observations and other documents from various sources.

The results showed that the Governor uses the concept of communication by David K. Berlo to focus on "Message" from the government policies to the target group. By using communication channels to suit the audience and the media with regard to knowledge so that the message can communicate effectively and efficiently. The Chief Executive of the province uses the concept of communication by David K. Berlo focus on the "Receiver". The Chief Executive of the Saraburi province is also using the two - step flow theory successfully through "Opinion Leaders" as an aid to communicate and access to the local people.

It was also found that Strategic planning is a factor that allows efficient communication of the Saraburi's Governor due to the ability to communicate information and the goals are clear. The personal media network is a factor that allows efficient communication of the Chief Executive of Saraburi.

The synthesis of a new knowledge in the communication process of the Governor and the Chief Executive of the province can be summarized as follows:

1. The politics, economic and social context does not affect the communication of the Governor and the Chief Executive of the province. The transmission of information to the publics depends on the social, cultural, and political behavior.

2. The Chief Executive of the province has wider access to the public than the Governor, both as individuals and as a person who has been elected by the people, who have come to represent the people.

3. Chief Executive of the province uses the mechanism of the Provincial Administration in the creation of a public satisfaction, which was allocated a budget to work fast and keep pace with the needs of the people in the area that occurred over the pending budget allocation from the government.

However, the process of political communication by the governor and Chief Executive of the province depend on the context of social, economic and political conditions in each period. It also counts on experiences and backgrounds, as well as the potential of the incumbent at that time. It was concluded that no communication process has a fixed formula that can be used forever. The knowledge is available that both the Governor and the Chief Executive of the province have to learn and adapt for its success.