

Muthita Choengklinchan 2007: The Buddhist Monk's Communication for Propagation of Dharma According to Kasetsart University Students' Desire. Master of Arts (Development Social Science), Major Field: Development Social Science Interdisciplinary Graduate Program. Thesis Advisor: Professor Chamnong Adivadhanasit, Ph.D. 121 pages.

The objectives of this study were to study Kasetsart University students' desire for the Buddhist monks' communication of dharma propagation into 3 points ; the conveyer, the dharmic principle messages, and the media. The sampling population has been chosen from students who had joined in Buddhism activities (alms and concentration) in Buddhism club of Kasetsart University. This research took place between January to February 2007. The survey method was used to collect data out of 270 sampled size. Researcher had used statistic tool of percentile, means, and standard deviation to analyze the data

Research results were found that people in sampling group had high level of demand on conveyer, dharma principle messages and they had the medium level of demand on the media. The results were also found that they desired Buddhist monks who practiced in upright way, dharmic principle messages that were able to be practiced in daily life, and media in writing or drawing format such as dharmic cartoon.

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