

AROON SONGPHOM : RURAL DEVELOPMENT TECHNIQUES OF LOCAL LEADER IN KHAO PAJA VILLAGE, KHUAN KHANUN DISTRICT, PATTHALUNG PROVINCE : A STUDY OF POLITICAL ASPECTS. THESIS ADVISOR: ASSO. PROF. WITHAYA SUCHARI-THANARUQSE Ph.D. 245 PP. ISBN 974-578-452-4

This research is a study of rural Thai society. It looks into the rural development techniques of the local leaders in Khoa Pa Jai village, Khuan Khanun istrict, Patthalung province. It aims to analyse the role of the local leaders, to point out that they are the key to the success of rural development work.

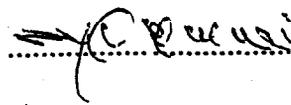
The research findings show that rural development techniques of local leaders are essentially a question of personality, indeed, this personality is made up of sacrifice, knowledge, reputation honesty, steadfastness, initiative, patronage, friendliness, human relations, risk taking, communicativeness, rhetoric etc. The study finds that besides these qualities, a financial situation is also important though to a lesser degree. It helps enhance a leader's role as it is expected of him by his followers in rural Thai society. In other words, a leader must be a well-to-do person since rural society is still marked by interdependence of its members. The leader is, so to speak, a patron of his followers, ready to help those in his entourage. As for his social status, which is made up of official and non-official positions, the research findings don't reveal the leader's use of his influence in these capacities against other members. However, there are cases of misuse of non-official positions among "ad hoc" leaders within the different localities of the village.

It should be noted that a village committee is an official grouping of leaders such as the village head, his assistants and the other non-official leaders who are leaders within village localities. This last group consists of senior village members and retired teachers who sit on the village committee. Nevertheless, there is no clear division of duties in development activities in the way that various positions in the village committee suggest. In the final analysis, success in development work takes the form of mutual assistance, rather than a division of labour according to duties.

The Pattern of the use of political resources and its process point to a leader's personality as the most important factor, supported by a financial situation, sacrifice, initiatives and patronage whereas a good social status contributes to a leader's reputation and his role as a patron. As a result, a leader's influence derives from faith in the leader and his personality; thus reflecting Thai social values that project the qualities of a leader as those of a patron.

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