

##4385062328 : MAJOR SPEECH COMMUNICATION

KEY WORDS : POLITICAL SPEECH TRAINING/POLITICAL COMMUNICATION/POLITICAL SCHOOL

CHITTIMA LHOMTHONG : TRAINING PROCESS OF SPEECH AND POLITICAL DEVELOPMENT COURSE OF THE POLITICAL SCHOOL OF MAJOR GENERAL SA-NUN KAJORNPRASART. THESIS ADVISOR : ORAWAN PILUNOWAD. Ph.D., ASSOCIATE PROFESSOR. 145 pp. ISBN 974-17-0602-2

The purpose of this thesis was to explore speech and political training course, to study the objectives, trainees' qualifications, patterns of teaching, content of the course, survey students' satisfaction and outsiders' opinion regarding this school. This study used multiple methodology : participant observation, documentary research, in-depth interviews and questionnaires.

The results showed that this training program was formulated based on the intention of Major General Sa-nun Kajornprasart who wanted to train public speaking and political skills to young politicians, including both local politicians and laymen with the idea of developing political knowledge among learners.

The scope of content also included political/public speaking strategies and political mission knowledge ; economics, sociology, politics, law and citizen duty in a democratic system. Moral content was found to be minimal.

The main purpose of the trainees for joining the program was to develop themselves, in performing political duty and to create connection. In general, the trainees were satisfied with the course ; they could apply the knowledge to both political duty and everyday affairs. Almost all of them thought connection was very beneficial for future cooperation.

The outsiders expressed their opinion that political education was an efficient way to permanently develop a democratic system. However this training should be extended to everybody. Through the training, informal relationship was formed. In the future, a political party could use training to be a channel to communicate with people at the grassroots level regarding national policy.