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KEY WORD: COMMUNICATION STRATEGIES/ MILITARY/ COMMUNITY DEVELOPMENT/
STYLE OF COMMUNICATION / ATTITUDE/ EXPECTATION/ SATISFACTION

SARINLAK SAWATDEEMONGKOL: MILITARY COMMUNICATION STRATEGIES
FOR COMMUNITY DEVELOPMENT : THESIS ADVISOR:

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The objective of this research is firstly, to study military communication strategies and style in community development, secondly, to study communication channel used to contact community people, thirdly, to study people's attitude toward expectation and satisfaction with the performance of the Military community development and fourthly, to study relationships between communication attitude, expectation and satisfaction with the Military community development. The survey is conducted by interviewing 336 community people and indepth interviewed 20 military officers responsible for the development project.

Findings

1. Military communication strategies and style in community development is using informal and interpersonal contact with the community. Friendliness, sincerity and actively assistance are key factors of strategies communication
2. Local leaders such as village heads, sub district heads are used as information transmission vehicles to community people.
3. People have positive attitude toward, high expectation and satisfaction with the performance of the military community development
4. Communication quantity correlates significantly with attitude of people toward the performance of the military community development.
5. Perception information correlates significantly with expectation and satisfaction of people with the performance of the military community development
6. The style of communication correlates significantly with expectation and satisfaction with the performance of the military community development
7. Communication of people with military correlates significantly with the attitude toward the performance of the military community development

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