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REHABILITATION PROGRAM FOR THE DRUG ADDICT YOUTH . THESIS ADVISOR :

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The objective of this qualitative research was to study the communication strategies and communication psychology used in the military drug addict rehabilitation program. In-depth interview was conducted among the military trainers and drug addicted youth from the central observation and protection center who were selected from juvenile court to be rehabilitated in "Doeunpen pattana yaowashon" program as the trainees. Non-participatory observation was also the method of data collection.

The communication strategies: It was found that the trainers use "cyclic order" strategy to control the process of this rehabilitation activity. The staff rotated systematically for tension release and all steps are proceeded as planned. Each individual trainer communicates in a different style but leading to the same goal. Military communication can be ascribed into 3 main strategies 1. Verbal communication strategies using military spoken words, rational, reward conferring, investigating, teaching, relationship building, and knee to knee discussion 2. Non-verbal communication strategies 3. Activities as behavior modification such as ice breaker, group process, game of honor, being self dependence, impression building, dependence on other, spying, and recreation.

As for communication psychology, communication process is based on military psychological operation called "Psychology of discipline". The communication process is analyzed according to SMCR model, as follows

Source : 1. The trainers will not reveal their sympathy and affection for the rehabs, otherwise rehabilitation process was to be undermined. 2. Before training, the trainers were carefully selected, the rehabs analyzed, and experience incorporated into a plan. 3. The training fundamentals—the trainers had to concern about 4 training characteristics ; severity, firmness, aggressiveness, and flexibility.

Message : 1. Message code was divided into verbal and non-verbal cues. 2. Message content was divided into fact and feeling. 3. Message organization was based on Alan Monroe, five-step persuasion principle which includes attention, need, responsive to the need, verification, and action.

Channel : The most significant media was the trainers, which were personal media, followed by supplementary media such as slide show, video and CD play. Main communication channel used were interpersonal communication and large-group communication with formal and informal communication being its components.

Receiver : The rehabs were all male at the age of 13-19 years old having no education as the lowest and mathayom 6 the highest education level, and most of them reside in Bangkok. They were characterized with dark skin with tattoos, bruises, scars and dermatological diseases. Their personalities were deluged, unconfident, inactive, and undisciplined. Most of them were arrested with a charged of having drug in possession, whilst some were charged with sales of drug. All of them had addicted to amphetamines for about 1-10 years with a dose of 2-30 pills per day. They still lived with the family while becoming addicted. The parents knew as earliest as 2 months later after addiction.

The communication psychology : The trainers applied the "Psychology of Discipline" during the rehabilitation process. It was found that (1) discipline promoted cooperation (2) discipline created unity (3) discipline induced moral changes. The aims of using communication psychology were to create 9 new characteristics among the rehabs : discipline, strong health, strong mind for drug avoidance, basic military knowledge as patience - unity - sacrifice, social assimilation, conscience, pride, and concentration - consciousness - intelligence.