

PANITA RUENBANTHOENG : COMMUNICATION STRATEGIES LEADING TO THE FORMATION
MUSLIM DEVELOPMENT COMMUNITY OF GUDEEKHOW, VATKALAYA SUB-DISTRICT, TONBURI
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The purposes of this research are : (1) To study the factors which influence the formation of developing community (2) To study the practice in community communication and (3) To study the communication strategies employed between community agency and inhabitants.

This research is the qualitative research using the depth interview method with 30 samples in community population as well as the environment observation.

The result of the research found that the evolution of the community can be divided into 3 phases which are formulation period, developing period and continuedly developing period. The factors that influence the formation of developing community can be described in 2 features. First, the internal factors which are the way of life, the physical characteristics and the concept of development of people in community. Second, the external factors which are the city growth and the support given by the agency outside the community.

The media used in the community comprise the internal media which are the individual media, the specialized media, the community media and the mass media. Principal media used is the circulated letters. The external media used are individual media and specialized media i.e. government documents or official letters.

Development of media used for developing community in 2 first phases can be concluded that individual media play the key role, however, when the community has been continuously developing, the specialized media, the community media, and mass media have been subsequently focused.

Mixed media are used as the media strategies for both internal and external community due to the differences of each media.

There are 4 objectives for the media used for both internal and external communication. First, to inform any performance or transaction did in the past. Second, to inform the activities held in community. Third, to ask for the cooperation or assistance. Fourth, to increase the intuition or knowledge among the people in community. All goals will support the main objective which is to develop the community.

ภาควิชา.....การประชาสัมพันธ์.....	ลายมือנית..... <i>น.ดร.ช.</i>
สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....	ลายมือชื่ออาจารย์ที่ปรึกษา..... <i>ดร.ช.</i>
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