

TE129701

428 52618 28 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD ; COMMUNICATION STRATEGIES /COMMUNICATION PROCESS/ INSTRUCTIONAL TECHNOLOGY /

COMMUNICATION PSYCHOLOGY /SUDDEN DRUG QUIT DECISION

PHARINTORN THONGLIM ; COMMUNICATION STRATEGIES IN MENTAL AND QUALITY OF LIFE

DEVELOPMENT PROJECT RESULTING TO SUDDEN DRUG QUIT DECISION.

THISIS ADVISOR ; ASSOC. PROF. THANAVADEE BOONLUE, Ph.D., 266 PP.

ISBN 974-030-014-6

The research on "Communication strategies in mental and quality of life development project resulting to sudden drug quit decision" is a qualitative research. The objective of research was to study the communication process , strategy technology and psychology in the training process . Data were collected by indepth interviews with the trainer- Pha Ajarn Weerapan and his team, 35 student trainees who have decided to suddenly quit using drug. Participatory observation during training was also used to collect data. The findings of the research are as follows :

Two-way communication both formal and in formal is implemented during training process. The second principle of effective communication involves the use of appropriate nonverbal and verbal cues in the program's message. The subjects of the program training cover mainly drug and other social problems, the application of religious doctrine to cope with the problems and proper earning a living. The third principle is the appropriate use of audio-visual aids during the training to facilitate the explanation for better understanding and clarity .

The elements of communication effectiveness includes 1) a highly credible communicator perceived by the audience. The monk trainers especially Pra Ajarn Weerapan is perceived as having believable characteristics such as trustworthiness, expertise,dynamism,skillyfully using high communication technology as teaching tools, appropriately and harmoniously using fear and emotional appeals,motivation as persuasive communication strategies, using pass experiences as references of the subject of teaching . 2) Message and language : there is an application of concise statement,denotation,connotation,dialogue, metaphor, analogy, abstract illustration transforming into concrete objects to facilitate understanding. 3) Media : games and music, integrated media is used as well as :- interpersonal media, eletronic media,computer. 4) Receivers is analysed in order to using laguages both verbal and nonverbal cues appropriate to the demographic level of the trainees and perceived similarities between trainers and trainees.

Additional communication strategies include : 1) Re-arrangement of trainees for the purpose of " Separate" and "integrate" strategy 2) Role-playing 3) Group process and group pressure 4) Demonstration 5) Narration with attractive opening or ending, analogy, metaphor and direct and indirect recommendation 6) Reward and Punishment 7) Bargaining 8) Music and game playing 9) Friend warning strategy 10) Impressive speech