

Naramon Phasuk 2013: Using the Media to Prepare for the ASEAN Community among Rangsit University Students. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Porn-tip Yenjabok, Ph.D. 98 pages.

The purpose of this research is to explore various factors concerning responses and activities of students of Rangsit University, Thailand (RSU), being a university which has launched an initiative campaign to inform its student body of the upcoming ASEAN economic community (AEC), to the mediums of information of the aforementioned initiative campaign. The observation consists of students' awareness, access, satisfaction including awareness-access and awareness-satisfaction correlation factors. Quantitative Research.

The awareness, access and satisfaction of information regarding the upcoming AEC policies has not deviated significantly from the hypothesis and by priority of information mediums, the volunteers' attention has been directed towards digital media the most (Facebook posts/pages), followed by mass media (television news program) and interpersonal communication (Rangsit University's AEC campaign correspondent) respectively. The volunteers have further elaborated the reason of accessing the information regarding the upcoming AEC policies as "developing necessary skills (language/cultural) in response to the policies" was the reason of the majority of the volunteers, followed by "keeping up-to-date". The main reason of the volunteers' satisfaction towards the information mediums related to AEC policies is "informing and advising in light of civil adaptation and assimilation to the upcoming ASEAN Economic Community". Hypothesis correlation results have shown that the awareness-access correlation valued positively and also the awareness-satisfaction correlation valued positively. Deviating only very slightly from the hypothesis. Nonetheless, the overall rate of activities and quantitative value of awareness, access and satisfaction appeared to be low as of the time of research.

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Student's signature

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Thesis Advisor's signature