

Communication Process of the Active Citizen Project Case Study Bansomdejchaophaya Rajabhat University

Assistant Professor Singh Singkhajorn

Bansomdejchaophaya Rajabhat University, Thailand

Abstract

The objectives of this research were 1) To Study communication process of the Active Citizen Project case study Bansomdejchaophaya Rajabhat University. This is a qualitative research based on a sample of 20 students who had been granted by Thai Health Promotion Foundation (ThaiHealth) in Active Citizen Project. The sample is selected through purposive sampling. Data is collected using an in-depth interview form and analyzed using descriptive analysis. The results found: communication process of the Active Citizen Project case study Bansomdejchaophaya Rajabhat University use the Royal Initiative of His Majesty: Understand, Achieve and Develop to communication people in the community. In Activities of the community in the various traditions local broadcasting and community meeting.

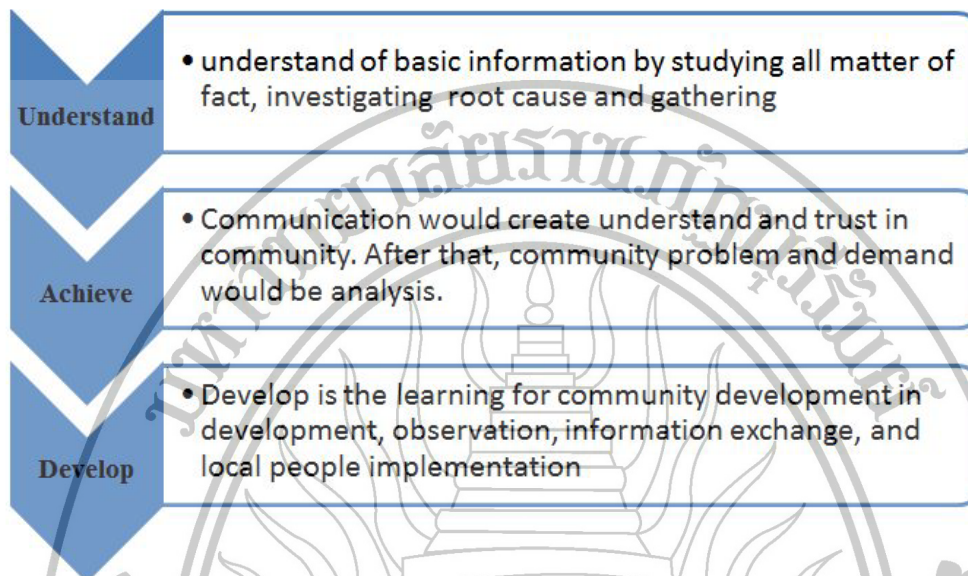
Keyword: communication, process, teaching, active citizen

1. Introduction

Generally speaking, due to in each society and culture human relating with their environment, human behavior is also a factor in the destruction of biological diversity. To Change human behavior, the link between knowledge and consciousness is taken into accounted as the important factors. Besides this, intellectual property also could help in changing behavior in a better way.

The main purpose of Active Citizen Project is to stimulate, motivate, provide opportunity to get involvement in order to enhance Thai society happiness. With the objective, Thai Health promotion foundation was searching the joint with experts, people experienced in working with the youths in university, regional networking in order to lead and drive the project. However, by this they have discovered and realized the important of a key network under the Royal initiative of his Majesty King called Pidthong Lang Pra” which not only have invested and worked with Local community concretely and continuously, but also have had readiness in human resource for project development. Consequently, the agreement for development and management of Active Citizen project is established under the joint of Active citizen and Pidthong Lang Pra under the Royal initiative of his Majesty King in Naan province. Pidthong Lang Pra this mean to do good things without expecting others to admire you for doing it.

The development concept under the Royal initiative of his Majesty King

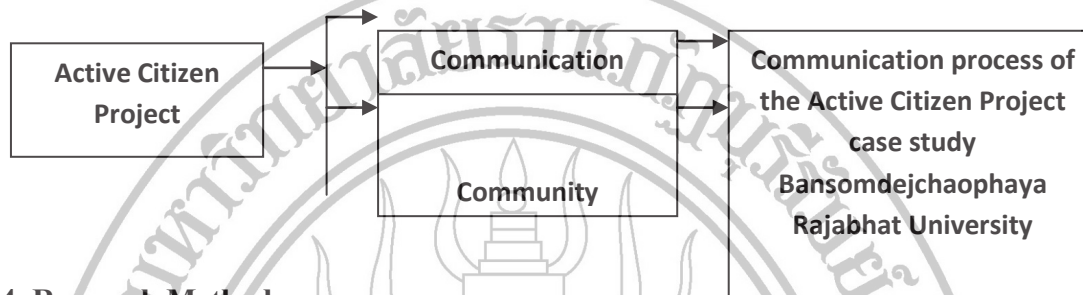


The development concept under the Royal initiative of his Majesty King : Understand , Achieve and Develop. 1) Understand this means the understand of basic information by studying all matter of fact, investigating root cause and gathering knowledge from all of the Royal initiative of his Majesty King project. It is important to allow involvement of local people and all community characteristic need to be studied and surveyed : Physical, economic, Social, environment also culture in order to move forward to next step , “Achieve”. To Illustrate this Physical information could be expressed as residential, workplace, land utilization water resource, forest and its type, population, society, Lifestyle and living culture. Economic information may demonstrated as income, expense, debt, demand in problem solving or development of each community. 2) Achieve this means the communication and involvement. Communication would create understand and trust in community. After that, community problem and demand would be analysis. Also local people involvement needs to be allowed as much as possible. The Achieve step would gather available information in previous step, “Understand” to summarize, analyze and select a community problem to solve in the next which is Develop. 3) Develop is the learning for community development, advise, instruction designed. In development, observation, information exchange, and local people implementation focusing local involvement and evaluation from community development plan. According to The Royal initiative of his Majesty king, understand, achieve, and develop by emphasize community involvement and drive the development by local demand, would allow local people realized in the community possession. Thus, eventually, this would lead to sustainable development. This is interested for researcher to study communication process of the Active Citizen Project case study Bansomdejchaophaya Rajabhat University.

2. Objectives of the Research

To Study communication process of the Active Citizen Project case study Bansomdejchaophaya Rajabhat University

3. Research Framework



4. Research Method

This study is qualitative research focusing on the communication process of the Active Citizen Project case study Bansomdejchaophaya Rajabhat University. The sampling group consists of 20 students who had been granted by Thai Health Promotion Foundation (ThaiHealth) in Active Citizen Project. This research is generated by interviewing with 20 selective sampling members with in 30 days from 1 May 2015 to 30 May 2015

The interview form which is designed by the study relating topic from many sources of information such as articles, textbooks etc., of this researchers.

This study bases on content analysis which creating the synopsis base on theoretical framework. Then, preliminary finding will be defined that whether its corresponding with any theoretical framework stating as an assumption at the beginning of the study or not. The process and condition in these findings are in accordance with the hypothetical concept or not. Lastly, summary or result will be raised from the comparison and confirmation of those.

5. Result of the study

As a result of communication process of the Active Citizen, student could understand the concept of “Pidthong Lang Pra” and principle of the Royal initiative of His Majesty King: Understand, Achieve and Develop and apply it by get local people involvement, also could drive the development by local demand. Understanding by study and survey all facts of the community, in addition to this, allow local people involving in survey for all facets including Psychical, Economic, Social, environment and culture which this would lead to next step Achieve. The information that should be studied in 8 months includes residence, workplace, Land utilization water resource, forest and its type, population, way of living , revenue, expense, debt, local demand for Problem solving.

Achieve the information that had been collected from the understanding step would be summarize, and analyze in order to figure out problem’s root cause. After that the problem would be selected according to Local demand for solving or developing. Also the implementation way and the action plan would be set up for the community in short term (8 months).

Develop this would be the implementation of the community development plan, knowledge from the model area in Naan Province is applied. The sample of this could be 1) Water development, Agriculture development and environment development. Water development, could be describe as water consumption system improvement. check dam , the improvement of water supplied system. Moreover, Agriculture development could be explained as backyard garden planting, cropping system after rice harvesting, professional development like, seed fund, fishery, Crop fund, Handicraft Fund. Furthermore, environment development could be defined as industrial forest, industrial drop fund, garbage disposal and also CSR which the activity would be described next.

1. Agriculture Development

Understand began with the survey to gather information from Local people in Tum San Sai villange, Tumbon Baan Tum, Kum tai , Payao province. The survey found out as following: 1. Problem of Debt. The main reason is because local people do not have the land possession, therefore, they are only employees earing 250 THB per day. Their expense is over than their income, consequently, Debt problem occurred. 2. Problem of Poverty this is quite majority problem of this village, as same as mentioned above, Local people have not own the land themselves, they are hired from others and their income is lower them their daily spending. 3. Problem of Unemployed in dry season, mostly local people are unemployed and no earing. They do not have enough money for daily meal,subsequently, their quality of life is not good enough.

Achieve local people were suggested by the students that they should have part time self-employed or Part time job. Besides this, Local villagers themselves also had their own demand in agriculture Livestock. With this, backyard garden and chicken farm were interested by local villagers. As they could consume eggs in their own families to save daily expense and the rest could be sell which this might be a way to get earn to their families. This would be the way to teach local to be self-dependent as the Sufficiency Economy under the Royal initiative of his Majesty King.

Once, they could rely on themselves or self-dependent, they would have better life.

Develop by visiting the local, Firstly, a cock and 3 hens were provided to 20 sample families. Moreover, the sufficient chicken farm expert named” Por harn” was invited to provide his information and knowledge to local people, In addition, the Vaccine for 80 chickens , Feedstuff were provided for sample families to save the cost for feed in the first month also, put up the sign for 20 model family to motivate them. Secondly, 6 bags of 3 type of seeds which were sponge gourd, Cowpea and long cucumber are provided to 250 families in the villages. Also “Por harn”, who is the experts giving the local in self-dependent. After that, students helped villagers planting the seeds and nominated the house of Village Leader “ Pu Yai Surin Rachaned “ as backyard garden model.

Evaluation the visit for evaluation with 20 sample houses, it could be said that it is very fruitful or successful activity. For chicken farm, the eggs were produced for consuming in the families and also have some chicks. Moreover, for the plants were grown enough for selling. This could help local people in sustainable living. The appropriate proportion of chicken farm and gardening could lead to be high level of job security and income increasing. Even though, in short term this would not rise much earning for the local, in long them this sufficient agriculture livestock could help money circulation in the families.

2. Water Development

Understand by surveyed basic information and had meeting with village leader to study the basic problem, investigate root cause of problem and local demand, environment, way of living and occupation. Mae Pao Noe is a developing village. It has been developed in many aspects except water consumption development and existing water resource is not clean enough. These could lead to the majority problem of this village in dry season, which is "Water consumption problem".

Achieve after analyzed the information and had the conclusion, then it is explained to Mae Pao Nae Villagers. The problem was on one hand, in summer there are not enough water for consumption, on the other hand in rainy season, rain water had not been reserved. After problem and community demand analyzed, it is important to set up the plan for building basin and also change the water source from original to use the water from mountain. Then, the problem was summarized and get agreement for building up the basin or reservoir.

Develop after the development plan was approved, the implementation had been started by emphasizing local involvement for all process including design, project management, time management and the harmony in the village to help each other to have water for consumption all the year. The Basin construction plan including progress meeting, role and response sharing and construction process such as leveling the ground, mowing, moving shelter was set up and implemented by both students and village volunteers using local wisdom technique. The construction project spent 30 days, and right after it finished, the villagers also helped to paint the basin, and the water was released to it for local consumption.

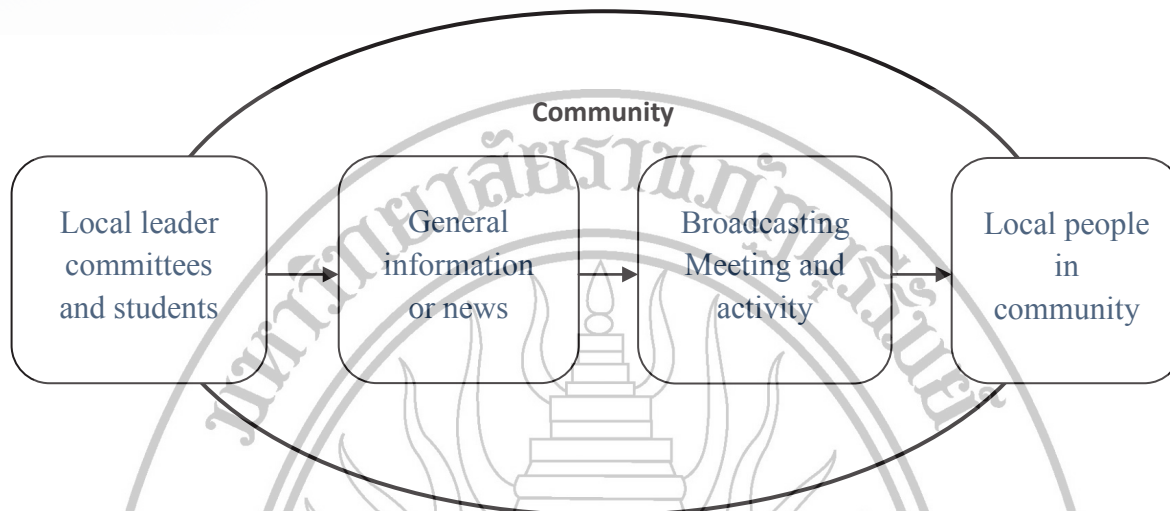
Evaluation the Basin could reserve 30,000 Liter of water, as a result of this, Mae Pao Nae Village, tambon Mae Pao, Chiangrai province could have adequate clean water for consumption as well as water reservation for summer season. In order to have the most effective in Water consumption, the water resource have been built more and more in insufficient water resource area. This would be enhance local employment as the water resource providing nearby community and this could be the water source for agriculture, gardening, and also livestock, fishery. This could allow the income increase and better quality of living for local.

6. Conclusion

In Conclusion, communication process of Active Citizen Project case study Bansomdejchaophaya Rajabhat University under the Royal initiative of his majesty king concept; Understand, Achieve, and Develop.

Communication of Active Citizen Project is an unofficial communication as local people know each other well. The content of communication is normal greeting. The activities organized in the community, the communication style will be an unofficial. In local broadcasting for the communication in Active Citizen Project. The message will be transmitted to community leader committees and students by unofficial conversation. Moreover, a meeting will be held for concerned people to allow them to have knowledge and understanding for Active Citizen Project, the important of communication process as well as detail plan of the project. These could be indicated government officer, community leaders and committees as the delivers, the information about Active Citizen Project is the message, the talking and local broadcasting are media and people in community are receivers.

Summary for communication process of Active Citizen Project case study Bansomdejchaophaya Rajabhat University



It is highlighted that its broadcast way mainly focus on informing News and activities that would be happened in the community as well as having a meeting in the community. When committee meeting is organized, a chairman will be selected by voting from the local people raising their hand. Mostly local people have the same objective which is developing their community. The examples of those are road maintenance, cutting some trees that blocking the road, cleaning local streets since there are some traditional events. The point of conversation normally is a greeting among each other. However, in the case of any problem, the issue will be discussed in the meeting topic by topic.

The communication has many ways such as local broadcasting by community leaders and committees and a meeting to exchange the information held once a year. There are about 100 people to join the meeting. In addition, every Buddhist holy day, people will go to temple and community leader will inform news or important information. This is mainly face to face communication. Then each family will cascade to their family members. As it is limited area and mostly is relative or family, the communication is informal and casual.

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