

Demand of Media and Information for the Public Relation Media for Local Learning Resource Salaya, Nakhon Pathom

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Abstract : This research aims to study the media and information demand for public relations in Salaya, Nakhonpathom. The research objectives are: 1. to research on conflicts of communication and seeking solutions and improvements of media information in Salaya, Nakhonpathom; 2. to study about opinions and demand for media information to reach out the improvements of people communications among Salaya, Nakhonpathom; 3. to explore the factors related to relationship and behaviors on obtaining media information for public relations among Salaya, Nakhonpathom. The research is conducted by questionnaire which is interpreted by statistical analysis concluding with analysis, frequency, percentage, average and standard deviations. The research results demonstrate: 1. The conflicts of communications among Salaya, Nakhonpathom are lacking equipment and technological knowledge and public relations. 2. Most people have demand on media improvements for vastly broadcasting public relations in order to nourish the social values. This research intentionally is to create the infographic media which are easily accessible, uncomplicated and popular, in the present.

Keywords : media and information, the public relation printed media, local learning resource

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