

## **Communication through Offline and Online Social Network of Thai Football Premier League Supporters**

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**Abstract :** The study is about the identity, typology and symbol using in communication through offline and online social network of each Thai football Premier League supporters. Also, study is about the factors that affected the sport to become the growing business and the communication factors that play the important role in the growth of the sport business. The Thai Premier League communicated with supporters in order to show the identity of each supporter and club in different ways. The expression of the identity was shown through online social network and offline told other people who they were. The study also about the factor that impacted the roles and communication factors that make football become the growing business. The factor that impact to the growth of football to the business, if clubs can action, the sport business would be to higher level and also push Thailand's football to be effective and equal to other countries.

**Keywords :** online social network, offline social network, Thai football, supporters

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