

## Participation in the Community Television to Agricultural Education of the Agricultural Community in the Northeastern of Thailand

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**Abstract:** The aim of the research was to participate in the community television to study agricultural community in the North-East of Thailand. The samples used in research were 1,329 people. The instruments were used in research query to a local television program to study agriculture in North-East Thailand. This study shows that participation in the community television to study agricultural community in North-East Thailand. The assessment test was used for the satisfaction of agricultural education programs to communities in the North-East of Thailand.

**Key words:** Participation, community television, agricultural community, agricultural education programs, farmers, North-East of Thailand

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### INTRODUCTION

Thailand has attempted to develop and reform the media. The concrete for all sectors participate in the use and development of it. Constitution of the Kingdom of Thailand act of BE 2550 is in accordance with it. The frequency of radio broadcasting, television and radio communications are the national resource for public interest. An independent entity is responsible for allocation of spectrum.

The frequency and supervise of the operation of radio broadcasting, television and telecommunications taking into account the best interests of the people at national and local level both in terms of culture and stability of the state and other public benefits. Researchers have been interested in participating in the community television program to study agricultural community in the Northeastern of Thailand.

### RESEARCH PURPOSES

The purposes of this research are the following:

- To study the form of community education programs for agricultural education for agricultural community in North-East Thailand
- To study the contribution of community television to agricultural education for the agricultural community in North-East Thailand

- To satisfy the community television to agricultural education of farmers, housewives farmers and agriculture and young farmers in North-East Thailand

### RESEARCH CONCEPTS

In this research, the concept of participatory communication to guide the development of television to the community agricultural education suitable for farming communities in the northeastern part of Thailand.

### THEORIES

**Participatory communication:** Communication, participation began to appear during the transition from century to century, 1980-1990. Wang and Dissanayake (1984), Servaes (1991), Mody (1991) and White *et al.* (1994) proposed a new model of communication (New Paradigms) communication for development. Unlike the original concept, a step from top to bottom and from the sender, over substance, to the receiver was taken. By changing the communication process from bottom to top focused on the process of public participation in decision-making which is called participatory model of communication (Servaes *et al.*, 1996) (Fig. 1).

**Community television:** Community television focuses on access to participation, diversity and local. The development trend in a democracy the developer turned to television to benefit more people and ethnic minorities

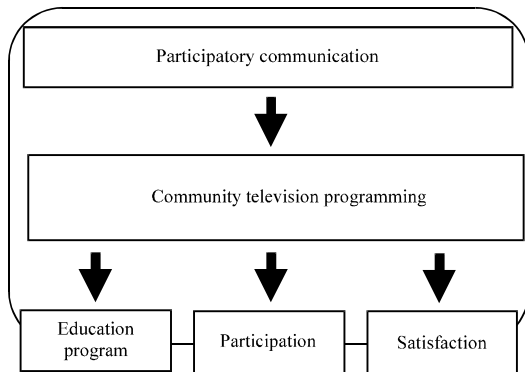


Fig. 1: Participatory communication system

namely the concept of development to focus on the trade (commercial-oriented). Only to the public service and community service more the concept of community television. Priority under the principle of access participation diversity localism independence (Polnigongit, 1991).

**Education television:** Samaniego and Pascual (2007) concluded the value of television for education. A channel of communication skills (television discourse: a parallel discourse to school) to study the behavior of television viewers in the United States found that television viewing of the family affect learning in school (Gentile and Walsh, 2002).

Television is a source of learning. The learning content education and learning the language (television as a source of learning). Content on television and in the development of morality (moral) for children 6-12 years of promoting positive social behavior (Low and Durkin, 1998). In the field of media and learning the language, television is a tool to encourage students to understand more clearly of watching the event. It also helps in creating attitudes and communication skills that are different from the pool (Anderson *et al.*, 2001).

### RESEARCH STAGE

The research was conducted into the second period. Phase 1 of the following forms of television to educate the agricultural community in the Northeast. By exploring the needs of farmers women farmers and young farmers in the North-East of the 1118 people classified as farmers 379 of 375 people, housewives, farmers and young farmers group of 364 people by means of a multi-stage sample (Multi-Stage Random Sampling).

Phase 2 involved the study of television to educate the agricultural community in the North-East; the

experimental television through the local cable TV Duan Beach in Muang Kalasin. There is a sample of 191 people in the beach communities that voluntarily participate in the project consists of a Duan farmers of 32 women farmers, young farmers, 32-31 people and 96 volunteers who take time to implement a 2 months trial.

### RESEARCH RESULTS

To explore the form of television to educate the agricultural community in the North-East of the sample included farmers, women farmers' groups, youth groups and farmers. In the Northeast many people find that the 1118 sample, the respondents to the TV, most of the state women's groups, farmers groups, farmers, 33.53, 33.36 and 33.10% of young farmers sample. There is a need for a TV show which aims to provide knowledge followed by 60-20% for public service messages and 10% of the entertainment list sample. There is a need for a TV show transaction formats by the presence of three target groups. The farmers are demanding a list of format. It has following priorities:

- The demonstration and trial
- Documentary
- Discussion list
- The monologue
- Live TV farm women's groups

We need entry forms. It has following priorities:

- The demonstration and trial
- Documentary
- Home theater
- List oddments
- The monologue

The youth group of agricultural demand for entry forms of priorities as follows:

- Miscellaneous
- A list of songs and music
- Home theater
- Game or a problem
- Discussion list

Farmers have to make a TV show a technical presentation of the list of priorities:

- To present a demonstration
- The nature described
- Reading

- Display all results
- The intellectual knowledge of the participants

According to farm women's groups, there is a need for a TV show a technical presentation of the list of priorities:

- To present a demonstration
- The nature described
- Display all results
- Reading
- Competitive skills

According to youth and agriculture, there is a need for a TV show, a technical presentation of the list of priorities:

- The nature described
- Presented with visual sound or music
- Display all results
- Reading
- The knowledge

Farmers want to have the list:

- Career development
- Agriculture and livestock
- Build awareness of the value of agriculture
- Environment
- Legislation or regulations relating to agriculture, respectively

Women's groups farmers want to have the list:

- Development
- Create awareness of the value of agriculture
- Agriculture and livestock
- Protect the environment
- Legislation or regulations relating to agriculture, respectively

Group of young farmers want to have the list:

- Development
- Create awareness of the value of agriculture
- Agriculture and livestock
- Protect the environment
- Legislation or regulations relating to agriculture, respectively

The sample needs to be used in a TV show, official language and dialect mixture in the list followed by 73.86 and 64.31% and the dialect as the official language

throughout the 46.78% of the population. There is a need to participate in the television audience as 82.90%, followed by a co-production and 62.10% as the policy planning and 32.64%.

Results were taken from the trial of a community educational programs in agriculture Duan Beach in Muang Kalasin. A sample of 191 people including people in the community to voluntarily participate. Duan Beach consists of 32 farmers, housewives and farmers. Young farmer of 32 volunteers were 31 men and 96 were found. The sample is positioned and a co-production of 67.5% followed by the audience, 49.7 and 7.9% of planners and policy makers.

Sample participate in the community for educational programs in agriculture are involved in the process of making the community stage followed by the analysis of meat items and the process of television production.

The satisfaction of the audience on television to educate the agricultural community in North-Eastern Thailand with a sample of the community Duan Beach, Muang, Kalasin. About 95 people found that the samples have satisfied the television community to study agriculture overall high level with satisfaction. Most of the entertainment followed by a list of public services list to the news and it was to educate the people.

## CONCLUSION

This study shows the participation of the agricultural community in the television community to educate the farmers. The North-Eastern part of Thailand is divided into three status positions as planners and policy makers, co-producers and as an audience.

The process of the preparation stage, the international community level of participation as possible. This is due to end the community forum is the heart of television operations for the agricultural community which is open to the public in the agricultural community in North-East Thailand. It plays a role in the thinking and planning to make the community a platform to express opinions on TV and a sense of ownership transaction. The items are appropriate to the context of the community and meet the needs of people in the agricultural community in Northeastern Thailand experience.

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