

LOCAL MEDIA FOR LEARNING PROCESS THE COMMUNITY WAY OF LIFE IN LOEI PROVINCE, THAILAND

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ABSTRACT

The purpose of this research is to study local media in order to understand the community life in Thailand. This is a qualitative research which focuses on a group of students in Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand. The strategies used in the research are; document analysis, in-depth interviews and group dialogues. Questionnaires are used to collect data. Descriptive narrations are used for data analyzing.

Results from the study: the local media used in understanding the community life in Keang Pla Pok School are stories about their way of life, such as rites of birth, child delivery, death, culture, clothing, ancestor sprites, forest spirits and local ogre sprites. These intellectual stories play a role in the inheritance of the community's history which makes the people love and cherish their hometown making the community united.

Keyword: Local Media, Community Life

I INTRODUCTION

Local media is a culture that has been created and accumulated from the past. It has become a tool to transfer and restore information as in symbolic and identity which appear in the form of words, lyrics, music, skits, crafts, architecture, rituals, beliefs, values and even lifestyle. (Local media for Happiness communication : 2005)

In general, researchers have identified the local media into three categories: 1.) Local folk rituals, 2.) Local folk performances and 3.) Local folk objects. However, these three categories of local folk media are harmoniously blended and indistinguishable from each other. It has infiltrated in the lifestyle of the people in its community.

The functions of local folk media are to maintain and control the learning conditions of the community's folk wisdoms by demonstrated through different types of media, as in local folk rituals, local folk performances and local folk objects. Therefore, each community will have its own characteristics. (Kanjana Kaewthep, 2011)

Raymond William has described the importance of local folk media that it has to be conserved in order to maintain the democratic in the media as a whole. While, modern forms of media or the mass media is often

centralized, thereby, it is easy to be controlled by the government and public access can be difficult. And in this case, it will only be beneficial for the controllers which often are the government and the capitalists. Though, the local folk media are decentralized and controlled by the communities. The government will inevitably be disadvantaged to get involved.

The mainstream media or the mass media effectively influences on youth education in Thailand. And because of cultural diversity (Multi cultural) in the present, the local folk media from the past have been descended. Moreover, the unification of education and the centralization of the media make it compulsively powerful to be enforced only from the central. As a result, the community's local culture is being decreased the interest, diminished and submerged. And this has an impact on acknowledging the community's folk wisdoms.

When the younger generation does not have enough knowledge about their own communities, they have no reason to be proud of it. Furthermore, most of the content in textbooks is often focus on the bigger picture of the society, especially, the mainstream media as television or the Internet. Which, it is resulting in the social value of this younger generation in a single form as "capitalize" value. And when such form is highly evaluated, they will not be initiated in creating jobs in the communities because of the comparative revenue and they also feel inferior about their own communities. In consequences, there will be the abandoning of the communities and the outflow of labors. And these may cause the problems of conveying drugs and gambling in the communities in order to achieve such idea of capitalism value.

Keang Pla Pok is a typical rural village in the North Eastern Thailand, where, has also been coping with the growing in the multi-dimensional of media culture. Which including local folk rituals, local folk performances and local folk, as well as dealing with the mainstream media or the mass media itself.

Therefore, this research studies the state of local folk media in this area which is still creating knowledge within the community. The researcher believes that if the local folk media has been utilized to its absolute, the knowledge of the local wisdoms will return to the community and the education will develop, along with gaining back the awareness and appreciation of the diversity of the communities. The communities would be able to reconnect with the local wisdoms and recognize how to be proud of their hometowns. And will further learn to develop their communities in even more suitable methods.

II RESEARCH OBJECTIVE

To study local media for learning process the community way of life in Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand.

2.1 Review Literature

Local Media

(Local media is the media's traditional communities in Thailand. This is a medium that can be used to disseminate information. Education in various fields. Along with helping to change attitudes, values, beliefs and culture of succession to the next generation. For this reason, researchers are interested in studying a type of media folk. It always has been popular since the Ayutthaya period. With the application and developed in order

to become a "media circus folk genre," the old media folk are lost to Thailand. Since the replacement of the modern media. And lack of successors from among the younger (Janaprakal Chandruang : 2011)

Community live

The content of the life of each community is different. But the same is the duty of the social mechanism. The potential of the beliefs, values, attitudes developed a tradition practiced.

The prohibition (Taboo) and rules on the practice became the norm (Norms) that convey the learning continue to come in the form of symbols and myths, narratives that reflect the beliefs or prohibition is clear. You may live spiritualism and the paranormal. A mechanism to control behavior.

The community will be how to deal with self-knowledge. Knowledge Community Often referred to as a local landscape contract. Which may be classified in several branches of knowledge. The essence of knowledge is natural Or naturalist But scholars think it is decomposed into various fields, despite all the knowledge they are related somehow to the one. The Lifestyle Rely on these links with. Understand that without arrogance but with generosity. (Janaprakal Chandruang : 2011)

2.2 Scope of Research

This is a qualitative research to study local media for learning process the community way of life

Scope of Content

To study the local media for learning process the community way of life in Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand.

Target Audiences

The target of this research are community leader, the public, local government officials, business owners, school administrator, and religious leader at Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand.

Expected Benefits

The research results at Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand, will lead to better understanding in the community.

Methodology

This is a qualitative research with the following process:

Target Audiences

Student, teacher, and school administrator at Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand.

In-depth Interview

The in-depth interview process consisted of community leader, the public, local government officials, business owners, school administrator, and religious leader at Keang Pla Pok School, Chom Charoen sub-district, Pak Chom District, Loei Province, Thailand.

Focus Group

The focus group consisted of teacher, senior citizens, and education specialists.

Process for collecting data

Collect data from all stakeholders in Keang Pla Pok

1. Document Analysis
2. In-depth interviews guidelines
3. In-depth interviews with school administrator, teachers, students and stakeholders.

Tools for Collecting Data

In-depth interviews, focus group with community leader and the public in Keang Pla Pok

The research process is as following

1. Collect information, stories, legends, and tales around Keang Pla Pok area from elder and rituals by in-depth interviews.
2. Collect information about local media by focusing on masks, costumes, makeups, and ritual related objects.

Information Analysis

The information will be analyzed for the content by interpretative means of field research.

III RESULTS

The research found that there are no local rituals or activities that was originated in Keang Pla Pok – Ritual such as Bye Si Soo Kwan uses the same chanting as all central Isan does. The difference are in the stories that are told by Big Daddy Somnuk Piladee, age 72, who give the information as following;

1 History of the Village – since the founding period to various eras. One of the legend is a ghost story ‘Pee Ha Kom’ which told a historic story about the village and are presented as play where educator can use to understand the community.

‘Pee Ha Kom’ is the story of the history village. The villagers move in and moving out because anthrax. There was a myth that new narrative infectious diseases are comparable that Ghost made the villagers to flee to another but now Ghost was eliminated and everyone in the village is back together

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2 Story about morals – usually about supernatural power, ghosts and angels, these stories are called ‘Nitan Kom’. These are found in everyday words, songs, crafts, architectures, rituals, and way of life.

IV IMPLEMENTATION SUGGESTION

The study has acknowledged the state of local folk media in Keang pla pok which can result in further studies of the community’s folk wisdom. However, the study should be carried out during the summer. And, also, should involve more coordination and cooperation from agencies in the related field in order to provide convenient and efficient to the study. Moreover, the media should be recorded in motion to be used as documentaries and for further studies.

V SUGGESTION FOR FUTURE RESEARCH

For further studies, the research should be on the development of local folk media for the learning of the local wisdoms in โรงเรียนฯ as the guidance to create new local folk media for the better learning about the community’s folk wisdoms.

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