



คำสั่งคณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยราชภัฏลำปาง

ที่ ๐๓๒ /๒๕๖๐

เรื่อง ให้นำบุคลากรไปราชการ

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ด้วยมหาวิทยาลัยราชภัฏเชียงราย ขอเชิญนำเสนอ The 10th International Conference of Husoc Network on "Dynamics of Humanities and Social Sciences in Cross - Border Societies" ในวันที่ ๒ กุมภาพันธ์ ถึงวันที่ ๓ กุมภาพันธ์ ๒๕๖๐ ณ มหาวิทยาลัยราชภัฏเชียงราย จังหวัดเชียงราย

อาศัยอำนาจตามคำสั่งมหาวิทยาลัยราชภัฏลำปาง ที่ ๒๐๔๓/๒๕๕๘ ลงวันที่ ๓ มิถุนายน ๒๕๕๘ เรื่อง มอบอำนาจให้รองอธิการบดี ผู้ช่วยอธิการบดี คณบดีและผู้อำนวยการสำนัก/สถาบัน ปฏิบัติราชการแทน อธิการบดี ตอนที่ ๕ มอบหมายงานให้คณบดีรับผิดชอบ จึงอนุมัติให้

อาจารย์สุภาวดี ยาดิ

อาจารย์

ไปราชการจังหวัดเชียงราย (วันที่ ๒-๓ กุมภาพันธ์ ๒๕๖๐)

โดยเบิกค่าใช้จ่ายจากงบประมาณแผ่นดิน โครงการสนับสนุนการตีพิมพ์หรือเผยแพร่ผลงานวิจัยหรืองานสร้างสรรค์ (๓,๑๒๐ บาท)

สั่ง ณ วันที่ ๒๐ มกราคม พ.ศ. ๒๕๖๐

(ผู้ช่วยศาสตราจารย์ ดร.ธนวิทย์ บุตรอุดม)
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์



ส่วนราชการ คณะมนุษยศาสตร์และสังคมศาสตร์ **บันทึกข้อความ**

ที่ วันที่ 19 เดือน มีนาคม พ.ศ. 2560

เรื่อง ขออนุญาตไปราชการ

1

เรียน คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

อ้างถึง

สิ่งที่ส่งมาด้วย 1. กำหนดการณ์เลขที่ 2 หนังสือขออนุญาตไปราชการเลขที่ 3. ขาดความ

ด้วยข้าพเจ้า นายสุวิทย์ ยาสี

ตำแหน่ง อาจารย์

และบุคคลต่อไปนี้

1

ตำแหน่ง

2

ตำแหน่ง

3

ตำแหน่ง

มีความประสงค์จะไปราชการเพื่อ (✓)อบรม/ประชุม/สัมมนา () นิเทศนักศึกษา () ติดต่อราชการ

เรื่อง The 10th International Conference of Husoe Network on "Dynamics of Humanities and Social Sciences in Cross-Border Societies"

สถานที่ มหาวิทยาลัยอัสสัมชัญ กรุงเทพมหานคร

วันที่ 2 กุมภาพันธ์ ถึง 3 กุมภาพันธ์ 2560

() ขอใช้รถยนต์ของมหาวิทยาลัย หมายเลขทะเบียน () ขอใช้ยานพาหนะส่วนตัว หมายเลขทะเบียน

ทั้งนี้เนื่องจากมหาวิทยาลัย ไม่สามารถบริการรถให้ได้ รวมระยะทางไป - กลับ

จำนวน กิโลเมตร

การไปราชการครั้งนี้ ข้าพเจ้า () ไม่ขอเบิกค่าใช้จ่ายใดๆ (✓) ขอเบิกค่าใช้จ่าย รวม 3,120 บาท

เพื่อใช้ในรายการดังต่อไปนี้

- ค่าลงทะเบียน = บาท = ค่าที่พัก 2 วัน = 2,800 บาท

- ค่ายานพาหนะ = บาท = ค่าเบี้ยเลี้ยง 2 วัน = 320 บาท

- ค่าน้ำมัน กิโลเมตรละ 4 บาท จำนวน กิโลเมตร เป็นเงิน บาท

จึงเรียนมาเพื่อโปรดพิจารณาอนุญาต

หมายเหตุ



มีการเรียนการสอน



ไม่มีการเรียนการสอน

(แนบตารางสอน)

ได้ฝึกที่สำนักงานคณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

เรียนเองแล้ว

นายสุวิทย์ ยาสี
(นายสุวิทย์ ยาสี)

2

ความเห็นฝ่ายยานพาหนะ (ถ้ามีการใช้บริการของฝ่ายยานพาหนะ)

() สามารถบริการรถได้

() ไม่สามารถบริการรถได้ เนื่องจากรถยนต์ของมหาวิทยาลัยติดราชการ

ลงชื่อ

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4

ความเห็นของรองคณบดี

() เห็นควรอนุญาต

() โดยขออนุมัติค่าใช้จ่ายจากเงิน

(✓) งบประมาณ () เงินรายได้ () อื่นๆ 26-006

ในวงเงิน 3120

โครงการ คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

17-01-03-008

ลงชื่อ (นางสาวนิตยา เตเวา)

หัวหน้าส่วนงานคณะมนุษยศาสตร์และสังคมศาสตร์

๑๑ มี.ค. ๖๐

(11 มี.ค. ๖๐)

3

ความเห็นของประธานสาขาวิชา

(✓) เห็นควรอนุญาต

() โดยขออนุมัติค่าใช้จ่ายจากเงิน

() อื่นๆ

ลงชื่อ (นายสุวิทย์ ยาสี)

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(✓) อนุมัติและอนุมัติค่าใช้จ่ายตามเสนอ

() อื่นๆ

ลงชื่อ

คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

No.0532.04 / 8053



Chiang Rai Rajabhat University
80 Moo 9, Phahonyotin Road,
Muang District
Chiang Rai 57100, Thailand

23 November 2016

Subject: Acceptance of Abstract for 10th International HUSOC Conference Academic-
Research: Dynamics of Humanities and Social Sciences in Cross-Border Societies

Dear Miss.Supawadi Yadi

I acknowledge with thanks and appreciation the receipt of your abstract for the presentation entitled **“Social Ideology in Thai Literature of Sufficiency Economy Genre”**.

I am pleased to notify you that your abstract has been accepted for presentation at the “10th International HUSOC Conference Academic-Research: Dynamics of Humanities and Social Sciences in Cross-Border Societies”, to be held 2 - 3 February 2017 at the Main Auditorium, Chiang Rai Rajabhat University, Chiang Rai Province, Thailand.

Please submit your full paper along with your biodata no later than 30 December 2016. Should you have any further questions, please do not hesitate to contact me.

I look forward to greeting you at Chiang Rai Rajabhat University, Chiang Rai Province, Thailand.

Yours Sincerely,

Assistant Professor Suthat Klaysuwan
Dean, the Faculty of Humanities
Chiang Rai Rajabhat University

Tel: (66) 53 776013

Fax: (66) 53 776025

ตารางสอนของ อ.สุภาวดี ยาคี คณะมนุษยศาสตร์และสังคมศาสตร์
ภาคเรียนที่ 2/2559 (1)

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THU	8.00-9.00	9.00-10.00	10.00-11.00	11.00-12.00	12.00-13.00	13.00-14.00	14.00-15.00	15.00-16.00	16.00-17.00	17.00-18.00	18.00-19.00	19.00-20.00	20.00-21.00
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The 10th International Conference of HUSOC Network on
“Dynamics of Humanities and Social Sciences in Cross-Border Societies”

February 2nd – 3rd, 2017

at the Main Auditorium, Chiang Rai Rajabhat University

February 2, 2017

08.00 – 09.00	Registration
09.00 – 10.00	Opening ceremony MOU signing ceremony and announcement of the next organizer Group photo
10.00 – 10.30	Coffee Break
10.30 – 12.00	Keynote speech entitled “ Cultural Identity Across Borders ” by Professor Emeritus Dr. Amara Pongsapich, Chulalongkorn University
12.00 – 13.00	Lunch
13.00 – 14.00	Keynote speech entitled “ A Diverse and Inclusive Approach to Education ” by Dr.Fiona Henderson, Victoria University, Australia
14.00 – 14.20	Coffee Break
14.20 – 17.20	Presentation of the research paper (Parallel sessions)
17.30 - 20.00	Welcoming dinner for HUSOC Partner Institutions at Chomchon Pavilion, Princess Mother Garden Chiang Rai Rajabhat University

February 3, 2017

08.00 – 09.00	Registration
09.00 – 10.00	Keynote speech entitled “ Transborder Community and Globalization ” by Professor Emeritus Dr. Supang Chantavanich, Chulalongkorn University
10.00 – 10.30	Coffee Break
10.30 – 12.00	Presentation of the research paper (Parallel sessions)
12.00 – 13.00	Lunch
13.00 – 14.30	Presentation of the research paper (Parallel sessions)
14.30 – 14.50	Coffee Break
14.50 – 17.20	Presentation of the research paper (Parallel sessions)
17.30	Closing Ceremony

Social Ideology in Thai Literature of Sufficiency Economy Genre

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Abstract

This research article aims to study social ideology appeared in Thai literature of sufficiency economy genre. 24 works of literature were brought to conduct a study and divided into 3 genres, that is to say, 3 sufficiency economy philosophy novels, 14 sufficiency economy works of juvenile literature, 7 sufficiency economy works of cartoon literature. Regarding study results, it is found that social ideology as appeared in Thai literature of sufficiency economy genre is recognizable by publicity and vital to publicity such as to be a principles in way of life, code of conduct and way of life with consistency and in many opportunities, as well as to be a contribution in uniting group of people all together, for example 1) Monarchism 2) Community Culture Ideology 3) Green Society Ideology 4) Postmodernism, all of which are established and created by the society itself and expressed through literature henceforth leading to practical aspects, i.e. a belief and faith in such ideologies.

Keywords: 1. Ideology (ies) 2. Discourse 3. Sufficiency Economy

Introduction

A study on social ideologies appeared in Thai literature of sufficiency economy genre is an investigation in definition of "ideology" and "Thai literature of sufficiency economy genre" in Thai society according to Thailand Royal Institute Dictionary, B.E. 2525 defined "ideology" as "a noble ideology encouraging human to fulfill", Thailand Royal Institute Dictionary, B.E. 2542 defined "ideology" as "a regulation to be a rule for fulfilling desired target" (page 1381). That is to say, ideology means "imagination that is considered to be a principle standard of moral goodness, gracefulness and reality in whichever way deemed as a goal of life by human and as a guideline to fulfill his/her goal".

Furthermore, The National Identity Office defines "ideology" as "a kind of system of belief collectively recognized by people in society; a kind of belief vital to a way of life of people and a conciliatory principle and a principle to be a code of conduct and a guideline for way of life properly and consistently, moreover, confidence that have to be contributed to unite people together or to support and encourage them to cite it for activity participation"(Chandi Saenhao, cited in The National Identity Office, 1986:11). Therefore, "ideology" in Thai society viewpoint means "an ideological system or system of belief related to life and society", they are collectively accepted as good and graceful matters which should consistently adopt to be a guideline in way of life and are cited for participating activities together in order to reach a goal gracefully.

Similar to vital concept of Thai society: the sufficiency economy, it is a philosophy adopted as a guidance in way of life, which is the royal idea of H.M.King Bhumibol Adulyadej as the royal guidance for Thai subjects for 30 years. Since 1974 until nowadays, the concept: meaning, method and guideline has been constantly

propagated by several parties from both public and private sectors to encourage people to be self-sustainable for living with affordability, moderation, reason, self-immunity, not carelessness, respective self-development, as well as upholding virtue as a foundation of life (Santiphot Klapdi, 2010:62).

Thus, the literature works is created to show a concept of sufficiency economy philosophy. Given that, Thai literature of sufficiency economy means a literature that has diverse forms and literature components, that is to say, Thai literature of sufficiency economy has romance genre which connects issues and problems and expresses through a presentation about life and problems in society, especially economical problems realistically. Action in story is intrigued and urge to follow; moreover, characters are created with realism in mind. Language is gracefully and elegantly authored, eloquence describes figure of speech for readers to deeply image along. In Thai literature of sufficiency economy genre, juvenile literature, it has a motif of story to encourage bmorality and virtue for juvenile to be aware; action usually utilizes child character as protagonist. The story is usually events in routine life of the child, easy to understand and prefer pictures for storytelling in order to attract children. As for cartoon literature, it has motif related to adventure, language is concisely and simply authored. Pictures is utilized to attract children. Furthermore, in poetry such as poem, it has motif related to routine life of child. Language to convey meaning is simply, beautifully, rhythmically, harmoniously and aesthetically authored; words is graceful in order to be easily understood by children (Supawadi Yuwadi, 2012:4).

The researcher has conducted a survey on Thai literature of sufficiency economy genre. Preliminary, it was found that recently, many units has promoted in authoring Thai literature of sufficiency economy genre for only 24 works. They are divided into 3 genres: novels, juvenile literature and lastly, cartoon literature. The researcher is interested in the study of social ideology in Thai literature of sufficiency economy genre in order to reveal ideologies as they are the highest target for presenting this literature genre. In the study, ideologies of discourse, Michel Foucault and Louis Althusser have been adopted.

2.Objective

2.1. To study social ideologies in Thai literature of sufficiency economy genre.

3. Study Scope

In this research, a delimitation is specified by selecting Thai literature authored with a concept of sufficiency economy in mind. 24 works of literature of sufficiency economy genre have been collected. They can be divided into 3 genres: 3 novels, 14 works of juvenile literature and 7 works of cartoon literature as follows:

3.1. Thai literature of sufficiency economy genre: Novels:

- 3.1.1) Dear Debtor (Luk Ni Thi Ruk) (2011) by Chakriya
- 3.1.2) Fire and Water (Nam Len Fai) (2010) by Kridsana Asoksin
- 3.1.3) Phaen Din Hua Jai (2011) by Duang Thawan

3.2) Thai literature of sufficiency economy genre: Juvenile works

- 3.2.1) Sufficiency Economy Family (2007) by M.L.Debchatra Sawadiwatana

- 3.2.2) A Boy and Bodhi Leaf (2007) by Wichitara Apichatkhriengkrai
- 3.2.3) Pho Nayok Saimai Ban Noong Hi (2010) by Somkhit Singsong
- 3.2.4) Think and Though Sufficiently (2011) (Ru Kid Ru Chai Yang Pho Phieng) By Atcha Shiwaphan and et. al.
- 3.2.5) Fun Fun 7 Days, Episode: Market Fair in the Garden (2011) by Potjanee Thimsak and et. al.
- 3.2.6) Fun Fun 7 Days, Episode: Money, where are you? (2011) by Potjanee Thimsak and et. al.
- 3.2.7) Fun Fun 7 Days, Episode: Grandmother's Birthday (2011) by Potjanee Thimsak and et. al.
- 3.2.8) Little Deer and Tiger (Kwangnoi Lae Seu) (2011) by Ruengdej Thimanos
- 3.2.9) Whose Money? (Ngoen Khong Kai) (2011) by Ruengdej Thimanos
- 3.2.10) The King Legacy (Tam Roi Por) (2011) by Ruengdej Thimanos
- 3.2.11) The Repentant Yo (Nong Yo Klap Jai) (2011) by Ruengdej Thimanos
- 3.2.12) The Teaching of Senior (Pi Toi Son Nong) (2011) by Ruengdej Thimanos
- 3.2.13) Uncle Bunma and Aunt Malee (2011) by Ruengdej Thimanos
- 3.2.14) Self-sustainable Village (2011) by Ruengdej Thimanos
- 3.3) Thai literature of sufficiency economy genre: Cartoon**
 - 3.3.1) One man and 37 Years of Sufficiency Economy (2012) by Somchai Kajornsakchai
 - 3.3.2) Sufficiency Economy Family, Volume 1-15 (2009) by Nirunsak Bunchan and et.al.
 - 3.3.3) Following H.M. Legacy with Sufficiency Economy (2009) by Somchai Kajornsakchai
 - 3.3.4) Operation of Sufficiency (2008) by Sutharot Noenplot
 - 3.3.5) The King Ideas Wonders, Episode: The Gang and Sufficiency Economy (2007) by Pornthip Bunmonkol
 - 3.3.6) Sufficiency Economy: Leading Society towards Peaceful and Happy Living Together (2007) by Office of the National Economics and Social Development Board
 - 3.3.7) Bai Thong Grandma (2006) by Ruengsak Duangpla

4. Conceptual Framework

This study, a discourse and Michel Foucault will be adopted as they have an important role to modern education science, especially an education on discourse as it is regarding power and knowledge, knowledge is one of a power of discourse, the power of discourse is not as defined in Thailand Royal Institute Dictionary, B.E. 2525 as "power" is "the right, force, violence and compulsion" (Page 905) or "to enforce, threat, harm with violence"; however, the power of discourse is an intelligent power, knowledge and expertise, all of which are the powers hidden in inequality of society, created to persuade members of it to believe they are real, eventually, to be accepted or even supported by them unconditionally.

Moreover, a concept of ideology was changed as the consequence of World War as the war depicts ferocity and atrocity of humanity against their own kind. Therefore, humanity have to re-introspect their knowledge, reality and goodness. Some academicians have proposed an idea: there are no true "nature" of human beings as the nature of human beings is a whole "cultural combination" (Chusak Phatarakulwanit, 2002:396-397). Therefore, the formerly-believed ideology that is a noble one and should be uphold is just "imagination" in order to combine and create definition to praise goodness of humanity and society.

Louis Althusser expressed opinions on "ideology" as it is a process to reproduce to pass on ideology (reproduction of ideology). As nowadays, many ideological systems are created and there are some that are created and disappeared. Only some major ideas remains as these ideas have a chance to be passed on through institutes and mechanisms of society to be consistently recognized by members of it. Especially when ideologies being abstract, the reproduction has to be done in concrete forms to counter its true nature (abstract) (Pimporn Sunthonwiriyaakul, 2008: 29). Thus, ideologies are the ways leading to reality as happened by people in society and not bound to imagination anymore. Given that, the researcher is interested to study social ideology in literature to reveal a process of ideology creation appeared in literature for Thai society.

5. Methodology

5.1. Survey and gather Thai literature of sufficiency economy genre, which authors express their intentions to convey a story by adopting a concept of sufficiency economy as the theme for presenting, as well as by studying data related to discourse and ideologies in literature works in order to be a model for analyzing social ideologies appeared in Thai literature of sufficiency economy genre.

5.2. Study and analyze all works of Thai literature of sufficiency economy genre and classify them.

5.3. Study and analyze discourse and ideology in Thai literature of sufficiency economy genre.

5.4. Summary

6. Summary

From the study, it is found that social ideologies appeared in Thai literature of sufficiency economy genre such as 1) Monarchism 2) Community Culture Ideology 3) Green Society Ideology 4) Postmodernism, all of which are ideas created and combined by society, then transferred through contexts of literature towards practical part i.e. belief and faith in such ideologies further.

6.1) Monarchism

From the past to present, Thai people has had tight relationship with royal institution, consequently transformed into an ideology of tremendous respect, love and faith as the king of Thai subjects is not only a head of state or also ruler but a beloved father who looks after his children for whole land. This kind of belief is reflected on concrete evidence from the king's multifarious duties in order to make His Majesty's subjects to live with happiness and peacefulness; therefore, in Thai people's viewpoints, royal institution means the highest institute. The king is a head of state, loyalty, unity centers of Thai subjects; moreover, His Majesty is also the person who upholds divine

Moreover, Thai literature of sufficiency economy genre also reflects monarchism saying **“the king who is a mentor of the land”** being a role model of self-sustainability starting from land allocation with new theory farming as follow:

Nai Luang (sovereign) has experimented and found that in 15 rais of land, it should be divided into 4 sections according to 30-30-30-10 principle, that is to say, dividing area for 30% is to dig a pool, other 30% is to cultivate rice, last 30% is to be an orchard and area for 10% is to be a shelter, build a house, build farm buildings, barns, as well as road and footpath.

(Sufficiency Economy Family: 2007:116)

According to above paragraph, it demonstrates how to do integrated farming or new theory farming as a royal teaching on “dividing 4 sections according to 30-30-30-10 principle” describes to see a proportion how to allot cultivation, especially cultivating rice. His Majesty’s priority is concern rice breeding considerably as a result there was rice sowing in Suan Chitralada demonstration farm, Dusit Palace in order to develop rice varieties to be more robust and to bestow to Thai people intermediately. Eventually, His Majesty’s endeavor was recognized and revered as **“rice from father”** as the king kept the priority of rice and rice farmers bound in mind. The rice farmers are regarded as the national backbone. A presentation of a concept of sufficiency economy, therefore, reflects a social ideology towards the royal kindness bestowed to Thai subjects.

4.2.) Community culture ideology

A community culture is a soul, ideological system, value system and ideology as established by a community, it is filtered and passed on. As a village culture or community culture of Thailand relates to natural environment, settlement, way of life (Chatthi Natsupa, 1998: 115). The culture was created in Thailand around the year of 1977, this ideology was presented by NGOs and several academicians experienced in community development. It has been an ideology of NGOs until the present time. The “community culture” is regarded as an alternative in solving problems and sustainably developing community. It based on in potential of villagers they have knowledge from wisdom, way of live, belief, as well as community network being able to make villager live happily and to sustainably gain development in life of community (Kamolthip Kanpan, 2011:2), especially local wisdom in each area as it is different. Thai literature of sufficiency economy genre reveals a community culture as follows:

Today uncle Bunmi
Is delightful and happy
Weaves that basket skillfully.
And aunt Bunlai
With strenuous body
Weaves that beautiful bag.
See Uncle Bunchu?
Who is outstanding.
Weaving a coop,
Weaving a fish trap

virtue and is respected and worshiped by all His Majesty's subjects. The king is considered as a head of large family as His Majesty is who rules the land; thus, in Thai society, people names the king as "Nai Luang (sovereign)" "Pho Luang (the king)" meaning the one who rules as the father above all and the father who owns his subjects. Thai people are everlastingly loyal to the king.

For this reason, a sovereign in Thai society is considered to be the highest institute which people has respected all along, eventually transformed into an ideology reflecting the king as a head of state, father and the great ruler of the land. Similarly, the study of Thai literature of sufficiency economy genre reveals an ideology of monarchism, for example

My dear child, do you know Nai Luang (sovereign) has worked so hard than our many times? And in each works, our king works for his people. If the place is dry, the king will make it flourish with water. If the soil is spoiled, the king will amend. If the land is dry, the king will make it flourish with water with endeavor. And most importantly, the king teaches us to be diligent, work hard and honesty for the best of ourselves.

(Sufficiency Economy Family, 2007:147)

As above paragraph, it is found that Thai literature of sufficiency economy genre uses descriptive eloquence as "Nai Luang" which the word, "Nai Luang" is assumed that it was used in the reign of King Mongkut. The origin of the word is possible from "Nay Luang (Master)" or "Nay Khong Luang (Master of Servants)" or "Nay Khong Khon Luang Khon Ratchakarn Thang Puang" and reduced "Nay" to "Nai" and is possible from "Nai Wang Luang" as people in the time did not know the full name of the king; consequently, there was the words to call the king's name such as His Majesty's palace or the things to call His Majesty's name, for example the King Tai Sa (Sanphet IX); therefore, the word of "Nai Luang" is possible from the reduced form of the word "Nai Wang Luang" or "the King in His Majesty's Grand Palace".

However, Nai Luang for Thai people means "father who gives life" as above sample, it demonstrates monarchism which the author mentioned the royal kindness of H.M. King Bhumibol Adulyadej bestowing to Thai subjects such as problem solving for water scarcity, land scarcity for making a living and soil problems, furthermore, bestowing a royal teaching about diligence, honesty and good faith to be praised as the father of water, precipitation, soil and agriculture of Thailand as the saying:

Every inch in Thailand, how near or far, remote are they, the king shall head to see His Majesty's subjects. Any place where is unreachable and uncared for by official, the king shall reach there. There are no kings in the world are to bend down Their Majesties' heads to their subjects, listening to their subjects. There are no kings in the world, whom do His Majesty's work under falling rain, covered by the dark and anywhere with dangerousness even in the battlefields.

(A Man Committing the Life for His People, 14-18)

Are for catching fish.
When there are spare,
Give them to aunt Buntha
To make pickle fish
For eating lastingly.

(The Teaching of Senior (Pi Toi Son Nong), 2010: 9-13)

From above story, the Teaching of Senior (Pi Toi Son Nong), it is about Toi and Kong who are siblings, living with father and mother. One day, Toi was allowed to bring her younger brother to visit uncle Bunma. When arriving, they met uncle Bunma and aunt Bunta, uncle Bunchu and aunt Bunlai whom they were weaving wickerwork such as a bag, coop and fish trap to catch fish for making pickled fish. From the paragraph, **“Weaving a coop, Weaving a fish trap”**, it conveys **“a local wisdom”** of Thai bamboo as wickerwork is a craftsman which villager weaved from the ancient time as in the time, when the harvesting period ended, villagers usually had a leisure time from the rice farming; therefore, they preciously used the time by marking a living to increase income such as growing field crops and fishing. Regarding fishing, they fished along brook, swamp, river and marsh and used equipment: fish traps which were the popular equipment in that time, especially a man who wanted to settle down. Villagers determined for their children prior to settle down to be able to do things such as weaving earthenware steamer, rice cooking bamboo-made container, bamboo bucket, basket and weaving fish traps. Given that, a man would be considered as real man (with appropriate skills); otherwise, he would be disdained by daughter-in-law families that he would not earn a living for their daughter well. Fish trap weaving, therefore, was a test of endeavor for a man.

4.3) Green Society Ideology

a green society ideology means a developed society with balance, suitability and self-immunity for peacefulness and happiness according to a conceptual framework according to efficiency economy principles; therefore, society in Thai Literature of Sufficiency Economy Genre is a foundation for presenting such ideology as green color conveys coolness and a mellow sight; furthermore, the color means prosperity of local resource. A prosperously natural resource environment is as follows:

At dawn, sunlight shined on rice fields outside of the windows. I could see the vast land stretching as far as I could see like clear and luminous verdant velvet carpets. When the wind blowing, hundreds of thousand, million rice trees were shook like a ripple of wave, amusingly teasing with each other. A shabby scarecrow also swung his hands like a monkey as he wanted to enjoy with dramatic dancing of this farms with his movement. Ten of birds shrouding themselves in mass of grasses and rice fields, looking for insects to eat startled and soared to the bright sky...bright like it was painted with blue color, painting on small cloud, painting on

that, in this, drifting on the vast sky like the cloud looking to us with kindness and tender smiles.

(Phaen Din Hua Jai, 7)

From the description of gracefulness of nature in rural rice fields by selecting words able to convey meanings such as "At dawn, sunlight shined on rice fields outside of the windows..." it conveys a shining of morning sunlight to see a vast rice fields; moreover, it depicts by utilizing metaphor like "...the vast land stretching as far as I could see like clear and luminous verdant velvet carpets..." conveying a vast and wide land covered with verdant grasses on all soil, creating a fresh feeling and prosperity of nature in rice fields.

4.4.) Postmodernism

Postmodernism means an ideology born from questions on advancement in modern time under an ideology of discourse in capitalism development. Capitalism was established in Thailand since Thailand having national development in accordance with 1st national and social development plans, B.E. 2504, this has made Thailand to know a process of development discourse to modern one as created by western world such as a support and promotion by state, as well as providing facility for entrepreneurs to run business as they are who create prosperity and security of economy for a nation; Moreover, the state offers an opportunity for private sectors to gain freedom in selecting goods and services. All of these are influenced by capitalism as believed by the state it will create wealthiness and for a nation; moreover, a capitalist will help people get their jobs, higher income and, in case of good management principle, will also help bringing profits to manage welfare for domestic labors to have good livelihood (Thapthim Wongprayun, 1993:156:159).

A presentation of postmodernism in Thai Literature of Sufficiency Economy Genre is an attempt of community assembly to create more economic activities and other in its society such weaving wickerwork for use, olericulture, rice farming, plantation and etc. A goal is to create strength for community, to reduce an unnecessary technology dependence, to live together equally and to aware the truth regarding capitalism. Eventually, this leads to a structure and community culture, which can consider from Thai literature of sufficiency economy genre as it emphasizes on Thai societies in the past, most of them had characteristics of production for self-sustainability, producing for consuming in households without depending on modernism of capitalism. This kind of genre creates a comparative pairs of a sufficiency economy ideology and capitalism to be competitive in order to drive one of these ideologies to be recognized and followed, making them to be diverse as able to consider from this example.

A story: Dear Debtor (Luk Ni Thi Ruk) mentions Aomsin as an employee in an advertising agency, she was extravagant, eventually, to be in huge debts. She had to avoid creditor to make a demand. At last, she was helped by her friends to release from huge debts such as household accounting, number 3 marvelous plan to release her from the debts in three months. She opened a blog: How to release from debts, stopped buying yearly sales, did olericulture on rooftop, wrote some books. She had to fight with her desire as follows:

With laughter of her friends, she blushed and saw Ithipol shook his head. As for the other, they looked at her like a stubborn, impenitent and stupid criminal. With the attitude of her colleague, it made her like a fool as being a victim of capitalism despite Jirasuda still held her newest smartphone model which caused her to make a great effort to get before anyone else. Reminiscing about that day, she was furious as she was sensitive and lacked of self- immunity.

(Dear Debtor (Luk Ni Thi Ruk), 2011: 211-212)

He wished to use knowledge as he learned from far away land in here with a dream to do in every his effort to make this Bang Som Prio land to be developed with firm and secure roots not to follow with “global mainstream”, not heading towards producism and consumerism as many communities adopted without thinking, experiment or even finding appropriate level with their communities, only open arms to global mainstream flooding in like a flood blowing life and soul away to indulge with freshness and coolness at first, then the force would stub roots away to float helplessly and coldly in this furious stream.

(Phaen Din Hua Jai, 7)

From such conversation, a conflict between main character, subdistrict headman kaithong with development mainstream for a survival of a way of life of traditional community, as well as development of homeland to survive from development mainstream in society and economy as Thailand is facing.

A story: Sufficiency Economy Family (2007) demonstrates a behavior of a boy, Phoensap who consumed goods as mainstream. A family background of the boy ran a large business, with the boy being only son of the family, his mother and father bought a new model motorcycle for him; nevertheless, the business operated at a loss causing the boy not to go to school as suffered from embarrassment. However, when teacher Suda knew, she request a help from Phophieng to talk with Phoensap to change an attitude back to sustainable life to compete against Phophieng that who are doing better.

A boy with the same age as Phophieng rode a new model motorcycle ordered by Rueng Reuang Motor in municipality. Many students craned their head and looked at the motorcycle as two week ago, the boy, Phoensap Mangmi, the son of fresh-food market and the largest convenient store in municipality bragged with all of them that he would get the newest motorcycle soon.

(Sufficiency Economy Family, 2007:33)

That is to be said, Thai literature of sufficiency economy genre is only a part to present social ideologies, each ideologies can reflect an endeavor and good intention of authors: first aspect: to make readers aware sustainability which is a royal concept of H.M.King Bhumibol Adulyadej, second aspect: to reveal a process in presentation of meaning of sustainability reflecting from several ideologies via cultural media of Thailand. Thus, Thai literature of sufficiency economy genre is a valuable medium that should be studied further.

5. Discussion

From former studies, it was found that there was no person conducted a study on Thai literature of sufficiency economy genre, most studies were emphasized on common literature not intended to present a concept of sufficiency economy when authoring; therefore, they were emphasized on action contents of characters expressing their sufficiency, rationality, self-immunity and virtue as the literature about sufficiency economy such as an article: An analysis of sufficient way of life and a finding of efficiency in programmed lessons from Lumphang folktales by Sanom Khrutmuang (2008) and an article: From sufficiency economy to the happiness of Khati by Buppha Bunthip (2007) which has characters expressed the sufficiency concept, Wirachat Sririkraiwanawong. (2009): An analysis of sufficiency economy in Khun-Chang Khun-Phaen and Jaruni Wonglakon. (2008): Sufficiency economy appeared in Lanna proverbs, all of which were not studied in forms and contents of Thai literature of sufficiency economy genre directly. Therefore, the researcher is interested in a categorize of Thai literature of sufficiency economy genre (2012) and conducted a study on forms and contents of Thai literature of sufficiency economy genre and problems, difficulty, as well as limitation in presentation of Thai literature of sufficiency economy genre to society. It is found that Thai literature of sufficiency economy genre has exclusive forms and contents in contrast with mainstream literature of Thai society; therefore, it is not popular among readers as expected.

This study, therefore, helps understanding ideologies which author wants to convey and expresses an intentions towards preservation of the Thai institute, i.e. royal institution to readers as they will appreciate in royal kindness bestowed by H.M.King Bhumibol Adulyadej versatilely. That is to say, the study can demonstrate clear concrete evidence into 3 genres, it is found that juvenile works, tales and cartoons are emphasized on virtue and morality instilling in children, which is in conformity with literature for juvenile that has simple language focusing on non-verbal language and simple language and etc. As for novels, it is emphasized on intense contents because of novel forms and contents. Nevertheless, all kinds of literature can express ideologies in the same direction perfectly as they are based on a concept of sufficiency economy as a core in presentation making several images of ideologies clearer. These ways are a good things as they instill ideologies into Thai people to aware endeavor, effort and sacrifice of H.M King Bhumibol Adulyadej bestowed to Thai subjects.

Suggestion

The researcher aims to study Thai literature of sufficiency economy genre specifically; therefore, a study and research should be conducted on another type of media in order to make an understanding in a concept of sufficiency economy that has been changed in society in each period of history.

Acknowledgment

I, the researcher, would like to express the gratitude for Prof. Dr. Somphong Wittayasakpan whom has passed on beneficial knowledge to this pupil to be able to apply it in developing myself and to have an opportunities to create this research.

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Date: February 2, 2017

Time	Room 1(10024) (Educational Administration)	Room 2 (10025) (Business & Social Studies)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (Culture & Arts)	Room 6 (10029) (Teaching Chinese)
14.20-14.40	THE RELATIONSHIP BETWEEN PERCEIVED TEACHER AUTONOMY SUPPORT,SCHOOL ENGAGEMENT FOR ENHANCING PERCEIVED VALUE IN VOCATIONAL EDUCATION	CONTESTING IDENTITY OF TRANSGENDERED MIGRANT WORKERS FROM NORTHEASTERN REGION IN TRANSNATIONAL COMPANY	Varieties of Thai English in a Thai Movie	IMPLEMENTING COMMUNICATIVE LANGUAGE TEACHING APPROACH TO DEVELOP STUDENTS' PRONUNCIATION OF ENGLISH FINAL SOUND AND CONNECTED SPEECH	Sago Palm: Plants for Local Wisdom of Housing and Tools in Trang Province	On the Epochal Character and Contemporary Value of Yan'an Literature and Art
14.40-15.00	Thanapat Sripan INSTRUCTIONAL FACTORS OF TEACHERS: INSTRUCTIONAL LEADERS AND PRINCIPALS' PERSPECTIVE	Phurinat Chotiwan Thai restaurants in Karen State: Reflections of border-crossed lives of "Return Migrant Burmese"	Pairote Bennui Morphological Complex Words in Tai Khrang	Aree Tehlah English Reading Ability and Vocabulary Knowledge among Grade 6 Students of Toomta School, Muang Phayao and Mae Ing School, Pukamyao before and after Use of Vocabulary Learning Strategies	Amarin Suntiinyompukdee An Analysis of Concepts and Doctrines of Zhuangzi from His Selected Ancient Chinese Fables	Shen Wenhui A Cognitive Explanation for the Polysemia of Chinese Cardinal Numerals
15.00-15.20	Pitak Sotthayakom Organizational Cultures of Schools under the Secondary Educational Service Area Offices in the Northeast Region	Siripilin Sing-in HMONG WOMEN'S ROLE IN TOURISM INDUSTRY IN SA PA, VIETNAM	Unchalee Singnoi Wongwattana Enact of Instant Messengers to propagate the meaning of "Graphic Gestures" in intercultural communication	Kulrida Khammee Use of Note-taking Strategies among Thai Undergraduate Students	Tatpicha Sakulsueb KNOWLEDGE MANAGEMENT WITH ENGLISH SKILLS IN BUDDHIST ARCHEOLOGICAL SITES IN CHIANGRAI PROVINCE	Liu Zhenping The Yellow Mud Land in the Past and the Future
	Wan Yiblam	Piyakasidet Plueaysri	Markandan Rubavathanan	Ativate Tangamornsuksan	ANURAK SAKAEW	Lv Dongliang

	Room 1 (10024) (Educational Administration)	Room 2 (10025) (Business & Social Studies)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (Culture & Arts)	Room 6 (10029) (Teaching Chinese)
15.20-15.40	Factors Correlated to Conduct Problems in School-Age Children	Negotiations and Compromises in Silk productions under the Changing landscape of the World market	IDEOLOGIES PRESENTED IN THE HIGHER EDUCATION SPEECH CONTEST FOR HIS MAJESTY THE KING	ENGLISH LANGUAGE TEACHING IN VOCATIONAL SCHOOL	Artist as a Significant Emerging Profession and an Identity of Chiang Rai	The Syntactic and Semantic Features of the Modal Adverb “yiwei (一味)”
15.40-16.00	Nattaporn Opasanon Guidelines for Academic Administration of the Child Development Centers under the Local Administrative Organizations in the Northeastern of Thailand: A Lesson Learned	Saranya Lamomsa Eco-criticism, Hermeneutics and The Vanishing Elephants of Thailand	Alisa Lekwanich COMMUNICATION STRATEGIES AND THAI WISDOM OF MOLUM IN THE NORTHEAST OF THAILAND	Atti Herawati Corrective Feedback and Its Effectiveness on the Learners' Uptake in Foreign Language Classrooms: A Brief Review	Songsan Udomsilp Cultural Spaces Based on the Comparison of Chicken Bone Divination Scripts from Three Villages	Zhang Yanjun The Study Of Animal's Image In The Folk Stories of Thailand
16.00-16.20	Piyapun Saejiw THE DEVELOPMENT OF SCHOOLS AND THE QUALITY OF THE TEACHERS' LIVES UNDER LOCAL ADMINISTRATIVE ORGANIZATION IN THAILAND	Ignasi Ribó A Study of Strengthening Process of Occupation Group, Mae Yao Sub-district Municipality, Muang District, Chiang Rai Province	Payong Moonvapee The Kokkor Local Kinship System of Trang, Thailand: Similarities and Differences with Six Major Patterns of Kinship Systems	Julia Simhony Communication Strategies Used by Tourism Students in EFL Classrooms	Cherdchat Hiranro Cross Cultural Communication Problems of the People in the Special Economic Border Zone in the Upper Northern Region	Jibin Ma Construction of Exercises toward Word Ending Protocols Pronunciation for Chinese Students at Chiang Rai Rajabhat University
16.20-16.40	Sarayuth Sa-ngiam DEVELOPMENT OF THE KNOWLEDGE AND EXPERIENCE EVALUATION SYSTEM IN TRANSFERRED EDUCATION FOR TECHNICAL DIPLOMA CURRICULUM OF COLLEGE UNDER THE VOCATIONAL EDUCATION COMMISSION	Charoon Dannalerd Natural heritage or capital property: Competing on defining forest in Thai discourse	Tawee Tengrung English Lexical Causative Verbs: Big Challenges for Thai Students	Warangkana Bootprom An Investigation of Thematic Progression Patterns in the Reading Comprehension of the Standardized Tests: A Preliminary Study	Simmee Oupra SOUTH KOREA NATION BRANDING STRATEGY	Yu Nanwang FACTORS INFLUENCING THE STUDENTS' DECISION TO STUDY IN THE BACHELOR OF ARTS PROGRAM IN CHINESE (NEW CURRICULUM OF 2012) AT RAJABHAT MAHA SARAKHAM UNIVERSITY
	Bulan Jenruamjit	KAMONRAT PETKROWKEW	Sittichai Thepsura	Warangkana Vanta	Chidchanok Yomjinda	NICHAPHA YASUTTAMATHADA

	Room 1(10024) (Educational Administration)	Room 2 (10025) (Business & Social Studies)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (Culture & Arts)	Room 6 (10029) (Teaching Chinese)
16.40-17.00	The Development of School Administration Model Using School-based Management for Local Development Approach of Schools under Local Administrative Organization in Chiang Rai Province	When Science Meets Folkloristics: The Existence of the Divine Being Revealed by a Scientist	The Analyze and Synthesized the Figurative Languages Used in Adele's Song Lyrics from "21" Album	THE DEVELOPMENT OF INSTRUCTIONAL PACKAGES THROUGH DR-TA TEACHING STRATEGY TO PROMOTE ENGLISH READING COMPREHENSION ABILITY FOR MATTHAYOMSUKSA 5 STUDENTS	Musical Instruments of the Ethnic Groups in Central of Laos (P.D.R.)	INNOVATIVE APPLICATION OF SOCIAL MEDIA IN LANGUAGE SKILL LEARNING
	Phumnudt Chaikham	Onusa Suwanpratest	Chonthicha Yenjai	Watsamon Hongkhong	Sasinut Phongnil	RATCHAKORN LAOSOPHAPHAN
17.00-17.20	A Study on Korean Interrogatives and Infinitives for Teaching Korean as a Foreign Language	Economic Development in Lao PDR after the use of "New economic mechanism" policy	The Comparison of Collocational Errors in English Essays Written by Cambodian and Thai University Students	Storytelling: A Method to Enhance Reading Achievement and Attitudes of Thai Primary School Learners toward English Reading	Power Relations between Adults and Children in Thai Children Literature: the Critical Discourse Analysis Revisited	A COMPARATIVE STUDY OF DAI LUE CULTURE BETWEEN SIBONGBANNA CHINA AND NORTHERN THAILAND
	KI YOUNG CHOI	Natedao Taotawin	Ny Rithy	Panida Monyanon	Suparak Techacharoenrungrueang	Kulsirin Aphiratoradej

Date: February 3, 2017

Time	Room 1 (10024) (English Language Teaching)	Room 2 (10025) (Business & Social Studies)	Room 3 (10026) (Linguistics & Applied Ling)	Room 5 (10027) (English Language Teaching)	Room 5 (10028) (Teaching Thai)	Room 6 (10029) (Teaching Chinese)
10.30-10.50	APPLICATION OF MULTIPLE INTELLIGENT ACTIVITIES TO PROMOTE ENGLISH READING SKILL OF SIXTH GRADE STUDENTS AT PHATAN NAKRUA MUNICIPAL SCHOOL, MAETHA DISTRICT, LAMPANG PROVINCE Euamporn Foutemwong	Factors Related to Depression Symptoms in the Elderly Nattaporn Opasanon	Intercultural Communication between Thai Cookery Instructor and Foreign Students at Cookery Schools in Chiangmai Matthanasin Wongchan	Effect of Using Project-based Learning in Presentation Techniques Course of English Studies Major Students, the Faculty of Humanities, Chiang Rai Rajabhat University Supaporn Tewiya	The state and problems in Thai language instructional management of schools in highland area under Chiang Rai Educational Service Area Office 3 Sornchai Mhuangthaisong	TPOLOGY OF ADVERBS USED IN WORD ORDER BETWEEN THAI AND CHINESE LANGUAGE Ruchira Srisupha
10.50 -11.10	IMPROVING ENGLISH PHONEMIC AWARENESS OF THAI GRADE ONE STUDENTS AT THETSABAN I SCHOOL (BAN SAN MUANG MOON) Niramol Thajakan	Media Power-Patriotism Paradigm: A Case Study of Laos' Ideologies on Thai Media Phorance Kaewbovorn	THE REPRESENTATIONS OF FEMALE CHARACTERS IN YAOI ONLINE FICTION Jutamas Metathip	English Reading Comprehension Anxiety of Thai EFL University Students Bunphuek Singhakan	Teaching Students to Teach Thai to Non-Thai Speakers Sriwilai Ponnancee	The Improvement of Youths' Communicative Chinese Skills Through Using Fable Books Nattaya Singsutin
11.10-11.30	A STUDY OF LEVEL OF ENGLISH COMMUNICATION SKILL COMPETENCY AS PERCEIVED BY SUPERVISORS WORKING IN THE LODGING INDUSTRY, LAMPANG PROVINCE Sajeerat Wuthisingchai	The Local Community Enterprise's Business Management : A Case Study of the Phu Khao Tong Village, Moo 12, Wang Pong Sub-District, Wang Pong District, Petchabun Manasun Pinpitak	Creation and Analysis of Academic Corpus in Language Studies Sirawich Tampanich	The Applications of Corpora in Linguistic Studies and Teaching Pedagogy Virata Panjanon	Course Syllabi of Thai Languages and Communication Undergraduate Courses, Faculty of Liberal Arts, Ubon Ratchathani University: Students' Gratification and Uses Passapong Pewporchai	A Study on Semantic Map of "GIVE" and its Functions in Teaching Chinese as a Foreign Language Chananya Phuangthong
11.30-11.50	NEED ASSESSMENT IN ENGLISH ORAL COMMUNICATION SKILL USE OF POLICE PATROL AND TRAFFIC POLICE, LAMPANG PROVINCE Narisara Pasitwilaitam	OUTSIDE THE VEIL OF DESTRUCTION :THE ASEAN'S DISABILITY ON GENOCIDE PREVENTION Pixitthikun Kaew-ngam	Creativity in Language and Power of Social Awakening in Thai Rap Songs in Case Study of Fackling Hero's Lyrics Somprasong Saeng-in	The Implementation of Blended Learning Model to Enhance Reading Comprehension of Grade 11 Students Papatsarin Netisomboonyot	Problems Encountered by Thais in Learning Khmer Samaporn Nonphala	Virtue obtained from Idioms and Proverbs in Chinese Textbooks, Hanyu Jiaocheng 《汉语教程》 Set Kriangkrai Kongseng

	Room 1 (10024) (Educational Administration)	Room 2 (10025) (Business & Social Studies)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (Culture & Arts)	Room 6 (10029) (Teaching Chinese)
11.50-12.10	Diversity or Adversity: Student Mobility and Intercultural Learning	The Factors Promoting or Obstructing Farmers' Organic Farming in Nangua Commune Municipality, Muang District, Phetchabun Province	Reflection of Isan Society through Country Songs in the Album Series 'Tam Hoy Isan'	Using Christopher Wright Video for Promoting the English Communicative Competence of the First Year Students of Chandrasekhar Rajabhat University	The Problem of Thai Language Usage of Foreign Students: A Case Study of Exchange Students from Xi'an International University at Kasetsart University	A Comparative Study of the Mekong Region and Borderland Human Geography in the Asia - Pacific Integration and Globalization Process
	Maneerat Chuaychoowong	Kitiyavadee Seeda	Ratchaneechay Choeirod	Natthapat Saisena	Rujira Sengnet	Luo Xiuyu
12.10-13.10	Lunch					
	Room 1 (10024) (Tourism)	Room 2 (10025) (English Language Teaching)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (Teaching Thai)	Room 6 (10029) (Teaching Chinese)
13.10-13.30	Tourists' Expectation for Authenticity of Souvenirs in Ethnic Tourist Destinations	A Case Study of Communicative English in Cultural Tourism of Phra Buddha Maha Dhummaraja at the Buddhist Park, Phetchabun Province	The Otherness Perceived in the Letters of King Chulalongkorn	Home schooling and learning beyond the borders: Integrating Arts in English Language Learning	A Comparison of Creative Writing Achievement between TPR Teaching Method Group and Mind Mapping Teaching Technique Group of Mathayomsuksa 2 Students Using Thai as a Second Language	Survey and Research on Bilingual Teaching Model of Thailand – Taking Chongfah Sinsueung Wanichbumrung School and Prachawit School as Examples
	Lingping Tang	Kanokwan Nawawat	Supaporn Kongsiriratt	Jittrapat Piankrad	UDOM TAPPAWONG	Li Yaoyao
13.30-13.50	Empowerment of the Lahus' Food Service to Promote Tourism	Qualified English Pronunciation Teachers for Omkooy Wanted	Novel Metaphors: Creativity in Thai Entertainment News	Using Facebook as Communication Tool for Learning and Teaching	A Comparison of Learning Achievement of Mathayomsuksa 2 Students in Creative Writing by Using F.E. Williams Three Dimensional Teaching Model and Mind- Mapping Teaching Model	SQ4R READING METHOD IN TEACHING CHINESE: A CASE STUDY OF 2nd YEAR CHINESE MEDICINE STUDENTS AT CHIANG RAI COLLEGE
	Narong Sikhiram	Pranut Sukri	Apisara Pholnarat	Nonglak Yuttasinsinee	NARUMON PINTAMOON	Ampai Chopdoen

	Room 1 (10024) (Tourism)	Room 2 (10025) (English Language Teaching)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (Teaching Thai)	Room 6 (10029) (Tourism)
13.50-14.10	Passengers' Perceptions of Hospitality, In-flight Ambience and Space/Function: A Comparison Study among Passengers of Thai Lion Air, Thai Air Asia, Nok Air and Thai Smile Airways	Do Students with Low English Proficiency Really Have Low Motivation?	BEING TRANSLATOR: ISSUES CROSS-LANGUAGE RESEARCH	The Development and Use of English in an English as a Lingua Franca (ELF) Context: A Case Study of ASEAN International Students at a Thai University	The Root Cause for Cursing in Rattanakosin Period Literature	The Influence of Generation Y Toward Hotel Business in Thailand
14.10-14.30	Rabhas Silpsrikul Junior Guide Activity and Its Beneficial Aspects	Bordin Chinda Analysis of Final Tasks in French as Foreign Language Handbooks	Kittipa Himmaphan Social Ideology in Thai Literature of Sufficiency Economy Genre	Sopheak Thon Learning English with Tell Me More. What Learners do	Patipan Uttayanukul Part time Working Student Labor Protection: Case Study of Chandrakasem Rajabhat University Student	Phannipha Saokham Development Local Product to Marketing for Hotel Business in Chiang Rai Province
14.30-14.50	Yaowarut Mengkow	Kunanya Buaprommat	Supawadi Yadi	George Gyamfi	Benjawan Thammarat	Phannipha Saokham
Coffee Break						
14.50 -15.10	Room 1 (10024) (Tourism) Making scene of naturalness in Thai tourism magazines	Room 2 (10025) (English Language Teaching) The Potential Development of Youth Guide by Participation of Local Parties in Special Economic Zone, Chiang Saen District, Chiang Rai Province	Room 3 (10026) (Linguistics & Applied Ling) Suffering, Love, and Freedom of A Chinese Woman in Pearl S. Buck's The Good earth	Room 4 (10027) (English Language Teaching) Facilitating Critical and Sufficiency Thinking through Local Wisdom Using Reading and Drama Strategies at Secondary Schools in Chiang Rai Province	Room 5 (10028) (English Language Teaching) The Comparison of Using Murdoch Integrated Approach (MIA) and Normal Approach (NA) in Reading Comprehension for Grade 8 Students	Room 6 (10029) (Tourism) The Development of English Correction Software for teaching correct pronunciation to students in primary school at Nhong Mae Na school, Nhong Mae Na sub district, Khao Kho district, Phetchabun
	PUPANGAN DAOKRACHAI	Chadapat Sukkai	Chulamas Suwannaboon	Chamroen Thanandorn	Wachiraporn Kijpoonphol	Jeerapan Phomprasert

	Room 1 (10024) (Tourism)	Room 2 (10025) (English Language Teaching)	Room 3 (10026) (Linguistics & Applied Ling)	Room 4 (10027) (English Language Teaching)	Room 5 (10028) (English Language Teaching)	Room 6 (10029) (Tourism)
15.10-15.30	The commodification process of cultural tourism in Nan District	The Green Hotel Practices and Social Media: a case study of perception and behavior of green hotels in Chiang Rai and Phuket, Thailand	Split of Two Cultures: Chinese Americans in Fifth Chinese Daughter	THAI PHONOLOGICAL AWARENESS OF CHILDREN FROM THE DICTATION OF CHILDREN WITH READING AND WRITING DISABILITIES	English Lexical Causative Verbs: Big Challenges for Thai Students	The use of English-Thai storytelling to develop English vocabulary in students of year 3 and 4 of Ban Rong Kham Primary School
15.30-15.50	Orathai Srisilp The Development of French Speaking Skill by Simulation for Students Major in Tourism Management at the Faculty of Management Sciences Chandrakasem Rajabhat University	Ngamnid Saennampol PERSONNEL DEVELOPMENT OF SMALL HOTELS BUSINESS IN SPECIAL ECONOMIC ZONE, CHIANGRAI PROVINCE	Preeyaporn Charoenbutra Cross-cultural Pragmatics: Apology Strategies by Chinese and Thai EFL Learners	Alisa Khumkham Using Service-learning Activity for Developing Bilingual Learning Resources for the Thai Studies Course at Chiang Rai Rajabhat University	Sithichai Thepsura Crossing gendered borders: Gender roles in a Thai ELT Textbook	Maneeporn Puangpun Coordinating Conjunctions in Compound Sentence Used by Thai EFL Undergraduate Students
15.50-16.10	Piyajit Sungpanich Community Based Tourism in Maesai Special Economic Zone, Chiang Rai	Sirinphan Chumthachak Recreation Opportunity Spectrum Classification in Natural Tourism Attraction, Chiang Rai Province	Jarunee Anupan AN INVESTIGATION OF ENGLISH IN CHINA	Albert Lisee AN INVESTIGATION OF ENGLISH IN CHINA	Jittimaporn Tonjampa The actual report of shadowing class for Thai students of basic Japanese learners - To improve their language commands	Pornpittaya Mahamit Errors in English pronunciation of the 6th grade students of Ban Rong Kham School, Phayao
16.10-16.30	Patumporn Keawkhum POLITICAL PARTICIPATION AND MOTIVATIONS FOR POLITICAL AFFILIATION AMONG STUDENT LEADERS	Khwanruethai Krongyut Unheard Voices of Unsung Heroes: Ecological Struggles Critical to Job Satisfaction and Empowerment of Special Education Teachers in Northern Philippines		Manee Champaphaeng	Yuichi Nishikita	Kulthida Namponsak THE CHALLENGES OF COMMUNITY ON VOLUNTOURISM MANAGEMENT
16.30-16.50	Christian T. Montemayor Tourism Trends for Aging Society in Thailand	Ronald B. Bustos				Narumol Suman THE POTENTIAL ASSESSMENT FOR PROMOTING AGRO-TOURISM AT WAWEE VILLAGE, CHIANG RAI PROVINCE, THAILAND
	Phuwanat Srithong					Numkwan Wongpratum

List of Poster Presentation		
NO.	Author	Paper Title
1	Amornrat Punna	The Management Forum of Banpanomradbumrung School Mueang Sakon Nakhon District, Sakon Nakhon Province
2	Ariya Tipchai	Relationship between the management skills and academic administration of administrators in Secondary Schools under the Secondary Educational Service Area Office 27
3	Chanyanuch Suwannachot	The community's participation on the operation according to the standard performance of the Children Development Center under the Thad Pa Nom Tai Sub-district Municipality, Thad Pa Nom district, Nakornpanom Province
4	Chatchaya Juntite	Management of the Managed Student help care systems the small size secondary school students Ayutthaya Province The Students of Characteristic difference
5	Ittipon Mokpa	Operation of Drug Prevention of Nongnoprachasan School under Khon Kean Provincial Administrative Organization
6	Jaruwan Fangsen	The supplies administration of School under the Secondary Educational Service Area Office 27
7	Jirawan Chanarak	The School Library Management in in the Office of Roi-ed Primary Education Area 3
8	Kamontip Seemart	Personnel Self-development in Mueang Wanon School Network Center under the Jurisdiction of Sakon Nakhon Primary Educational Service Area Office 3
9	Kannikar Kantamas	An Investigation of Chinese EFL Undergraduate Students' Abilities in Their Intercultural Communication Strategies in Chiangrai Rajabhat University
10	Kanjana Srida	The Class Room Research Condition of Teacher in the Office of Nakorn Panom Primary Education Area, Area 2
11	Kitti Seetha	The enterprise's participation on the Bilateral Education Management of Suvarnabhumi Technical College, Roi-ed Province
12	Nakharin Seesud	Performance of the internal educational quality insurance in the Basic Education School under Khon Kaen Provincial Administrative Organization
13	Natchakarn Seneewong Na Ayudhya	Nonverbal Miscommunication of Thai and Non-Thai staff Members in Non-Governmental Organizations (NGOs) in Chiang Rai Province, Thailand
14	Niphaphon Chompoodaeng	Parents' Satisfaction toward Administrative Forum in Development of the Learning Activities in A Child Development Center of Thad Subdistrict Administrative Organization, Wa-nonniwat District Sakon

		Nakhon Province
15	Nueakwan buaphuan	Chinese Language Usage by Chinese-Thai People in Doi Mae Salong Area of Chiang Rai Province
16	Nuphaporn Ketphibun	The teacher's desirable characteristics according to the student's parent of Pachaniyompanithan school under the Elementary Education Office Rio-et
17	Nattapat Khumpouy	Parents' Participation in Educational Management for Pupils of Khaw sa-nga Jaruenwit School under the Jurisdiction of Sakon Nakhon Primary Educational Service Area Office 3
18	Panchat Akarak	Active Learning Process, Building Intellectual Accounting Skills through Business Models for the Students in the School of Accounting, Chiang Rai Rajabhat University
19	Panida Pookham	The Operation of Primary School Healthy under the Maha Sarakham Elementary Service Area Office 1
20	Phattarawadee Neerakhan	The Problem of academic management in the school under the Maha Sarakham Elementary Service Area Office 1
21	Phonphirom Sephuan	The Opinions of the Teachers toward the Personnel Management of the Mueang Network Center under the Jurisdiction of the Sakon Nakhon Primary Educational Service Area Office 3
22	Phoommijit Phoowachinnapong	Performance according to the internal quality assurance Schools under the Jurisdiction of Roi-et Elementary Educational Service Area Office 2
23	Pongpan Pintasaen	The Development of Academic Affairs Administration Strategies in Accommodating ASEAN Community of Municipality Schools under Local Educational Group 15
24	Ratsami Sunorakum	The Management of Child Development Center under Napho Sub-district Administrative Organization Kudrung District Mahasarakham Province
25	Sane Jaisit	EVALUATION OF SOCIAL SERVICE VOLUNTEERING PROJECT IN ACCORDANCE WITH BUDDHIST CONCEPT
26	Sarayut Chuenjan	Management Information System for the internal quality assurance Schools under the Jurisdiction of Roi-et Elementary Educational Service Area Office 2
27	Sirima Chaiyasit	A Study of the Problems on Procurement Administration in Accordance with the Regulations of the Office of the Prime Minister on Procurement B.E. 2535 in the Secondary Schools under the Jurisdiction of Secondary Educational Service Area Office 27.
28	Sudarat Suwannamajo	Parents' Opinions toward Educational Management of A Child Development Center in Kha Sub-district Administrative Organization, Si Songkhram District, Nakhon Phanom Province
29	Sunisa Ma-ardlert	The parent's participation on the educational management of Phochaichanoopathum School under the Jurisdiction of the Secondary Educational Service Area Office 27
30	Sutinee	Development of Chinese Learning Skills

	wongwattananukun	The Educational Management of Child Development Center in Thad Subdistrict Administrative Organization, Wanonnawat District, Sakon Nakhon Province
31	Suwan Pattphree	
32	Thairat Rittikaipich	The Management of the Administrator on opinion for Students Certificat of the Vocational and students Diploma of Vocational in College Business Administration Vattana of Technology
33	Thanasiri Phromphean	The Operation of students care system in school under the Secondary Educational Service Area Office-Area 27
34	Thawin Phaorakoo	The Administration of Registrar and Assessment in the School under the Secondary Educational Service Area Office 4
35	Thipparat Lerdrityanyakul	The Participation of External Agencies on Management of Care and Support Students Systems under Phetchabun Elementary Service Area Office 2
36	Thitharee Budkaew	The Building Management Condition of School under the Maha Sarakham Elementary Service Area Office, Area 1
37	Uamporn Mukdamuang	The Educational Management of A Child Development Center in Ban Laem Thong Subdistrict Administrative Organization Wanonnawat District, Sakonnakhon Province
38	Wasita Kerdphol Prasopsak	PARTICIPATION OF PEOPLE IN COMMUNITY ENVIRONMENTAL MANAGEMENT OF KHAOSAMYOD TOWN MUNICIPALITY, MANUG DISTRICT, LOPBURI PROVINCE