

Thesis Title : A Study of Media in Buddhadhamma Propagation of
Buddhadasa Indapanno Archives in Bangkok

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Degree : Master of Arts (Dhamma Communication)

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Abstract

There are 3 objectives of the research : (1) to study the concept of Buddhism communication (2) to study the Buddhadhamma propagation concept by Buddhadasa Bhikkhu (3) to study the media exposure of Buddhadhamma propagation of Buddhadasa Indapanno Archives in Bangkok. The survey method has been used in this quantitative research. The data have been given by 400 questionnaire answerers at Buddhadasa Indapanno Archives. The SPSS program has been used as a tool in this analysis.

The purpose of Buddhism communication concept by Buddha was benefit for humanity. He shown the truth of the nature and the Eightfold Path which is the way to eliminate suffering. He used spreading models that suitable for each person, environment and generations. People were persuaded by rational to believe and behave. Practice for cessation to the end of suffering, until they reach supramundane happiness call Nibbana.

Buddhadasa Bhikkhu used Buddhadhamma propagation concept in teaching people the right understanding, consider things by their wisdom before faithful belief. His propagation based on Tripitaka. The core of Dhamma that praised by The Buddha is “A Handful of Buddha Dhamma” named “Sunyata”; it means total absence of any objects. Buddhadasa Bhikkhu gave “The Three Wishes” as a religious

heritage for human to get enduring peace instead of enduring crisis : (1) deeply understanding the essence of their own religion (2) inter-religious understanding (3) guiding human away from materialism. Nowadays Buddhadasa Indapanno Archives proceeds the Buddhadasa Bhikkhu Buddhadhamma propagation.

The media exposure in Buddhadhamma propagation has been found that : the most of answerers were women, between 21-35 years old, graduated in Bachelor Degree, and work as an employee. The most had exposed in Buddhadhamma propagation by new media (Social Network). The most people came to see painting and architecture. The most interesting idea that can be apply in their life is to sacrifice for the benefit of society as a whole benefits. The purpose of visiting is seeking knowledge. They known about Buddhadas indapanno Archives at medium level, and the attitude on Buddhadas indapanno Archives' propagation at high level.

By the hypothesis testing found that the answerers with different genders, ages, educations, and occupations; but no difference in the attitude on Buddhadasa Indapanno Archives' propagation with 0.05 significant level. In terms of "The Three Wishes" proceeding, the researcher suggests that the inter-religious understanding should be more spreading; because it's the least interesting idea that answerers apply to use in their daily life. Furthermore, Buddhadasa Indapanno Archives should increase the public relations channel about Buddhadhamma propagation activity, especially via Social Network and television, and use Buddhism proactive propagation for solving any inconvenient traveling problems.