

Thesis Title : Image Communication of Mahachulalongkornrajavidyalaya University Lamphun Buddhist College

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Abstract

The objectives of the research entitled “Image Commination of Mahachulalongkornrajavidyalaya University Lamphun Buddhist College”. This research was qualitative research by collecting data from documents, documentary research, in-depth interview and focus group discussion from person who involved in image management of Mahachulalongkornrajavidyalaya University Lamphun Buddhist College then the synthetic grouped data after that the content analysis and present the analysis result by descriptive method.

The findings of the research were as follows:

Mahachulalongkornrajavidyalaya University Lamphun Buddhist College is a first institution of higher education in Lamphun province, there was affiliated with government, established by Sangha and cooperated from government officer, merchant and Lamphun people. This university provides the education opportunity to the Buddhist monks, novices and lay people in order to academic study in Buddhism subject coupled with secular academic and aimed to create graduates who have the knowledge and morality. The strength is a first institution of higher education in Lamphun province, there is good social capital, collaboration Network in working, and personnel are a strong working, harmonious, the unity, located in community area, there are enough buildings, equipment teaching. The weak point that should improve, including the traffic system, the providing green area, the resting place for interior institution, to make the understanding institution, improving the curriculum in order to accord with society needs, to support the academic positions of administers, teachers and the expert in sciences that provided educational management. A great opportunity for development was a social acceptance of quality education, network operation and learning

resource, administrators have potential and leadership that reached scholarship sources, the alumni and current students live throughout in all community areas, However, there are obstacles that need to be considered, including the aggressive competition of higher education institution and the number of the Buddhist monks and novices who came to study reduced.

Mahachulalongkornrajavidyalaya University Lamphun Buddhist College has image about creating graduates that are the strong points namely; students have promoting a multicultural society, network and a good relationship each other. Graduates who was graduated there is better quality of life and social assistance. The weak points that have to improve are the different management of basic education and the learner gap, to seek scholarship sources. The obstacles that must be solved namely; the number of the Buddhist monks dropped, working together and supporting social enterprises such as Sanghas, a network of civil society, local governments in driving the development of education, raising awareness of public mind to students, the ability to solve social problems and strengthen local communities.

Mahachulalongkornrajavidyalaya University Lamphun Buddhist College has to learn to adapt and drive the organization development in accordance with the circumstances and society needs such as to create graduates with knowledge along standard of education science. There is characterized by social expectations, must be an academic organization in Buddhism, art and culture both learning source and individual. Research must focus on the social dimension, the education, the religion and the culture remarkably.