

MAJOR: EDUCATIONAL LEADERSHIP

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KANOG-ON RUNGROJNGARMCHAROEN: DEVELOPMENT OF STRATEGIES

FOR ENHANCING EDUCATIONAL LEADERSHIP ROLES OF ENGLISH

NEWSPAPERS DISSERTATION ADVISOR: ASSOC.PROF.PORNCHULEE

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The purpose of this study was to develop strategies for enhancing educational leadership roles of English newspapers in Thailand. There were two daily English newspapers. The samples involved in this research were 568 English newspapers readers and ten people working for English newspapers.

Content analysis and questionnaires were used to ascertain the expected roles of newspapers, to explore the current content of English newspapers based on the five perspectives of knowledge base in educational leadership, and to develop strategies for enhancing educational leadership roles of English newspapers. For the analysis of data, the statistical package for the social sciences (SPSS) was applied to respond to the research objectives. Other statistical methods employed in this research were descriptive statistics, including ANOVA (F-test) and t-test.

The findings were as follows: There were ten expected roles of newspapers mainly concerned 1) to inform people about political, economic and social conditions; 2) to provide useful and helpful information for people's everyday lives; 3) to provide people with information on the ultimate meaning and significance of events; 4) to create linkage in joining different elements of society that are not directly connected, 5) to transmit values and social norms to the public; 6) to entertain audiences with entertainment news and stories; 7) to create awareness and educate people about various aspects of both material and social innovations; 8) to motivate and inspire people on favorable aspects; 9) to communicate and influence people to accept or adopt certain messages or ideas; 10) to create awareness among people about the significance of ongoing and lifelong learning. For the current content in English newspapers based on the five perspectives of knowledge base in educational leadership: discipline-based knowledge, morals and values in leadership, knowledge in community, accomplishments in organizations, and accomplishments in teaching and learning; the findings revealed that there was one per cent of the total content.

The proposed strategies are called seven clusters: to re-invent the newspaper content integrated with the five perspectives, to co-create, to communicate, to collaborate with co-creators: Ministry of Education and public sector, educational institutions, educators and teachers, private sectors, readers and target audiences, and a community, to adopt customer-centricity, to contribute and to involve community.

Recommendations for the English newspapers are to create a sense of urgency that it is time to re-invent and elevate the quality of the content, to seek substantial support from the government, Ministry of Education, public and private sectors to work in collaboration in promoting the essence of ongoing education through English newspapers and to stimulate other stakeholders to exchange and share knowledge in order to build up sustainable learning community.