

THE COMPARISON OF PUBLIC PRESS RELEASE PROCESS ON ELECTRONIC DOCUMENT SYSTEM (E-OFFICE), FACULTY OF FINE AND APPLIED ARTS, SUAN SUNANDHA RAJABHAT UNIVERSITY

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ABSTRACT

This study aimed to compare public press release process on electronic document system (E-office), Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

The samples of this study were 20 staffs. The research instrument was the in-depth interview. The data from the in-depth interview were analyzed qualitatively using content analysis.

The findings revealed that multiple comparisons between public press release process on electronic document system (E-office) in the old format and adapted to the new format were the most three different in press release delivery process, preparation of press release information, and Information technology system for public press release.

Keywords: comparisons, publicity, electronic document system

INTRODUCTION

From past to present, communication and public relations has always been together with humans. Humans require communication for informing information and making understanding in individual, organizational, and national levels. Humans have invented various communication and public relation methods to inform information including verbal languages, sign languages, and written languages. When humans' society has been developed increasingly, technology, like online media, social media, or electronic media, makes communication, notification, and public relations more convenient.

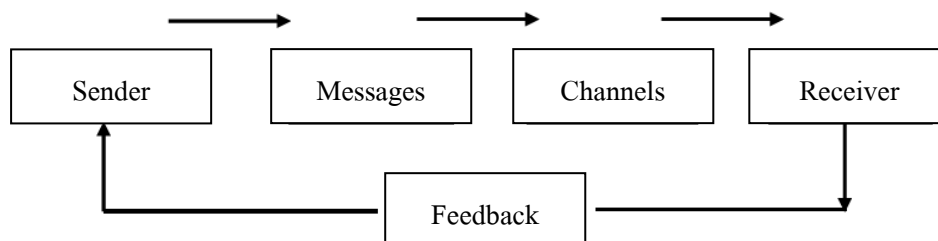


Illustration of Model on Foundation of Communication for Public Relation
Source: Wimolpan Arpawate (2014). Principle of Advertising and Public Relations,
Page 207

In organizational operations, modern data transmission channels are applied for more rapidity and convenience. For internal communication, public relations must be rapid and in time with capability to convey internal personnel.

Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, applies E-office to send documents, inform news, and publicize among personnel in the university by emphasizing on public relations via E – office which is the specific topic performed by assigned public relations personnel or approved persons only.

RESEARCH OBJECTIVES

to compare public press release process on electronic document system (E-office), Faculty of Fine and Applied Arts, Suan Sunandha Rajabhat University

RESEARCH METHODS

Participants

The samples of this study were 20 staffs.

Research Instrument

The research instrument was the in-depth interview.

The researcher used interview to collect data through conversations, questioning, and face-to-face interaction between interviewer and interviewees. The interviewer collected data through observing personality, manner, speaking, and attitude during the interview for considering and concluding results based on defined research problems.

The researcher selected unstructured interview in the form of in-depth interview to interview with the samples individually.

DATA ANALYSIS

The data from the in-depth interview were analyzed qualitatively using content analysis.

FINDINGS

The findings revealed that multiple comparisons between public press release process on electronic document system (E-office) in the old format and adapted to the new format were the most three different in press release delivery process, preparation of press release information, and Information technology system for public press release.

Comparison on new and former procedures for publishing news via E- office of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University

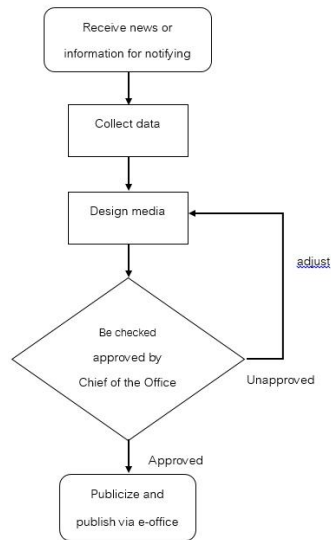


Figure 1: Former PR news Preparation Process

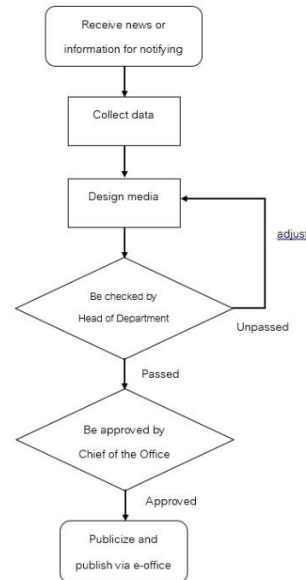


Figure 2: New PR news Preparation Process

DISCUSSION

The results revealed that difference between new and former procedures for publishing news via E-office of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University may be based on difference of attitude and personal satisfaction of sender and receiver. As shown in SMCR Model of David K.Berlo, it emphasized on factors affecting to success of communication including attitude of sender and receiver, i.e., it would positively affect to communication if sender and receiver had good attitude towards each other. In addition, there were also some social and cultural factors. SMCR Model of David K.Berlo also represented elements of communication clearly, i.e., sender must have skills and expertise on communication with capability on encoding contents and news as well as good knowledge. From the above theory and model, the results of comparison on procedures for publishing news via E- office of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University had the highest level of difference on PR news sending process due to emphasis on required qualifications of sender and factors based on SMCR Model of David K.Berlo.

CONCLUSION AND RECOMMENDATION

From studying and analyzing on data obtained from the research on news publishing process via E-office of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University with the aim to compare procedures for publishing news via E- office of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, the researcher created new and old process for comparing and interview form was also used in this research. The sample group consisted of non-academic personnel of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University. From analysis results on status of interviewees, it was found that most of them were females with the age ranged from 31-40 years followed by 41-50 years, 51-60 years, and 21-

30 years, respectively. From opinions towards procedures for publishing news via E-office of Faculty of Fine and Applied Arts, Suansunandha Rajabhat University, three dimensions of difference were found whereas PR news sending process had the highest level of difference followed by PR news preparation, and information technology system, respectively.

In the following researches, there should be researches on behaviors of receiver and factors promoting and developing public relation, satisfaction, and participation in public relation in Faculty of Fine and Applied Arts, Suansunandha Rajabhat University. Consequently, obtained findings would be applied to develop PR media of the university further.

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