

A Study of Communication Styles for Public Relations

Kanyarat Kankaew¹ and Patcharaphan Susamawathanakun²

^{1,2}Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, Bangkok, Thailand

Email: kanyarat.ka@ssru.ac.th¹, patcharaphan.su@ssru.ac.th²

Abstract

This research aimed to examine the internal organizational public relations communication model at the Faculty of Humanities and Social Sciences, focusing on academic staff, support staff, and students. The study involved 390 participants and 9 experts, using questionnaires, interview forms, and evaluation tools. Data were analyzed using percentages, means, and standard deviations. The findings revealed that awareness and utilization of public relations information among academic staff, support staff, and students were at a moderate level. Among these groups, the highest awareness was related to student activities. The primary communication channel was the university website, with minimal use of the e-office system. Academic staff mainly sought updates on university operations, while students prioritized information regarding student activities. The preferred communication channels varied by group: academic staff favored the e-office system, students preferred the university website, and support staff primarily relied on social media. Furthermore, an expert-reviewed communication model for public relations was proposed. This model encompassed 12 key elements, including university policies and communication channels, and outlined a four-step communication process: situational analysis, operational status assessment, planning, and verification. Overall, the study emphasized the importance of customized communication strategies to improve the effectiveness of public relations within the university.

Keywords: Study, Communication, Styles, Public, Relations

1. Introduction

In today's world, public relations play a crucial role in both public and private organizations, each utilizing distinct communication styles tailored to their unique characteristics. The primary objectives of public relations are to provide accurate information, foster understanding and trust, enhance the organization's image, and build strong relationships between internal staff and the general public.

Effective public relations rely on four key communication strategies: Sender Strategy, Receiver Analysis Strategy, Message Design Strategy, and Media Strategy. These strategies aim to encourage participation and strengthen relationships within the organizational network. Additionally, public relations follow a four-step process: Research and Development, Planning, Communication, and Evaluation.

Media, as a core component of public relations, is categorized into Personal Media, Mass Media, Print Media, Electronic Media, Specialized Media, and New Media. To ensure effective public relations, organizations must understand the unique characteristics of each

media type and apply them appropriately to specific situations. This careful selection enhances the efficiency and impact of public relations efforts.

This research aims to examine the current conditions, challenges, and communication requirements for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University. The goal is to develop communication strategies that are precise and tailored, enhancing the effectiveness of public relations to meet the needs of both internal staff and the general public.

1.1 Research Objective

1. To explore the conditions, challenges, and requirements of communication approaches for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.
2. To examine the communication methods employed for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

2. Methodology

Population and Sample Group

The population for the study on communication styles for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University included academic staff, non-academic staff, and students of Suan Sunandha Rajabhat University.

The sample group consisted of 390 participants, comprising academic staff, non-academic staff, and students from Suan Sunandha Rajabhat University.

Research Method

The study on communication styles for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University utilized a quantitative research approach. Data were collected using a questionnaire, interview, and appropriateness assessment form, which consisted of two sections:

Part 1 – General Information

This section gathered details on participants' gender, age, educational attainment, and occupation.

Part 2 – Satisfaction with Communication Styles for Public Relations

This section assessed satisfaction levels regarding four key aspects of communication styles for public relations:

Typography

Visual elements (photos and colors)

Content

Overall communication style

Responses were measured using a 5-point Likert scale, with the following ratings:

- 5 representing the highest level of satisfaction
- 4 representing a high level of satisfaction
- 3 representing a moderate level of satisfaction
- 2 representing a low level of satisfaction
- 1 representing the lowest level of satisfaction

Location

The data collection took place at Suan Sunandha Rajabhat University.

Duration

The data collection period spanned from October to August 2024.

Data Analysis

The statistical methods used for data analysis included percentage (%), mean (\bar{x}), and standard deviation (S.D.), assessed according to the following criteria:

- 4.51 – 5.00: Highest level
- 3.51 – 4.50: High level
- 2.51 – 3.50: Moderate level
- 1.51 – 2.50: Low level
- 1.00 – 1.50: Lowest level

3. Results

The findings of the study on communication styles for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, are as follows:

Table 1: The satisfaction with communication media - Alphabet

Satisfaction with communication media - Alphabet	\bar{X}	S.D.	Level of satisfaction
• Clear and easy to read	4.84	0.40	Highest level
• Properly sized	4.83	0.42	Highest level
• Suitable color selection	4.83	0.38	Highest level
Total	4.83	0.40	Highest level

Table 2: The satisfaction with communication media - Photo and color

Satisfaction with communication media - Photo and color	\bar{X}	S.D.	Level of satisfaction
• Effective for communication	4.73	0.48	High level
• Well-chosen color	4.69	0.50	Highest level
• Suitable color	4.84	0.37	Highest level
Total	4.75	0.45	Highest level

Table 3: The satisfaction with communication media – Content

Satisfaction with communication media - Content	\bar{X}	S.D.	Level of satisfaction
• Clear and easy to understand	4.86	0.39	Highest level
• Engaging content	4.80	0.40	Highest level
• Effective for communication	4.84	0.40	Highest level
Total	4.83	0.40	Highest level

Table 4: The satisfaction with communication media - Communication style

Satisfaction with communication media - Communication style	\bar{X}	S.D.	Level of satisfaction
• Quick communication	4.84	0.44	Highest level
• Easy access to the target group	4.76	0.46	Highest level
• Beneficial for the target group	4.81	0.43	Highest level
Total	4.80	0.44	Highest level

Table 5: The overall satisfaction with communication styles for public relations of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University

Satisfaction with communication styles for public relations of the Faculty of Humanities and Social Sciences	\bar{X}	S.D.	Level of satisfaction
• Text (Alphabet)	4.83	0.40	Highest level
• Images and colors	4.75	0.45	Highest level
• Content	4.83	0.40	Highest level
• Communication style	4.80	0.44	Highest level
Total	4.81	0.42	Highest level

4. Discussion

The overall satisfaction with the communication styles for public relations of the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University was rated at the highest level ($M = 4.81$, $S.D. = 0.42$). When considering each item, the findings revealed that:

- Alphabet and Content were at the highest level ($M = 4.83$, $S.D. = 0.40$)
- Communication Style was at the highest level ($M = 4.80$, $S.D. = 0.44$)
- Photo and Color were at the highest level ($M = 4.75$, $S.D. = 0.45$), consecutively.

These results are consistent with the research by Itthiphol Chunratanakul et al. (2021), which examined the role of government sectors in using social media. It revealed that government social media usage aimed to:

1. Announce and clarify information from government sectors
2. Facilitate communication between individuals, sectors, and the general public
3. Promote the service image of the government sector
4. Support public participation
5. Enhance the quality of service to the public
6. Facilitate entrepreneurs and the general public in business transactions.

Additionally, challenges identified in their research included:

1. Organizational regulations and culture
2. Lack of knowledge, understanding, and skills in using technology and communication tools
3. Insufficient budget and staff
4. Lack of information and cyber security.

Moreover, the research by Sudsawart et al. (2019) on the marketing needs affecting the development of a Bachelor of Science in Health Service Business Management at the College of Allied Health Sciences, Suan Sunandha Rajabhat University, found that factors of the marketing mix (Product, Price, Place, and Promotion) had a high impact on the decision-making process of grade 12 students choosing higher education. These findings further support the notion that public relations is a key factor in communicating with both internal staff and the general public to support informed decision-making.

5. Conclusion

The study on communication styles for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University aimed to explore the condition, issues, and requirements related to communication styles for public relations at the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University, and to investigate the communication styles used for public relations within the Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University.

The sample group comprised 390 academic staff, non-academic staff, and students from Suan Sunandha Rajabhat University. Data were collected using questionnaires, interviews, and an appropriateness assessment form. The statistical analysis included frequency, percentage (%), mean (M), and standard deviation (S.D.).

The findings revealed that the condition and requirements regarding communication styles for public relations among academic staff, non-academic staff, and students were at the highest level. The preferred channels for accessing information included the university website (hs.ssru.ac.th) and Facebook. Students most frequently accessed student activities, while both academic and non-academic staff primarily accessed information related to university activities.

Acknowledgment

We would like to express our sincere gratitude to the reviewers for their insightful comments and suggestions, which greatly contributed to the improvement of our study. Additionally, we extend our heartfelt appreciation to the Faculty of Humanities and Social Sciences and Suan Sunandha Rajabhat University for their unwavering support throughout the course of this research.

References

- Chopvitayakun, S. (2019). *Mobile Application Implementing Location-Based Services Framework with Google Cloud Platform Integration: SSRU Development Case*. International Journal of Future Computer and Communication, 8(4), 119-122.
- Itthiphol Chunratanakul et al. (2021). *Role of Government Sectors in the Use of Social Media*. Journal of Education Review, Faculty of Education, Mahachulalongkornrajavidyalaya University, 8(1), 222-234.
- Sub-Committee for Maintaining Knowledge in Research and Creative Work of Rangsit University. (2021). *Learning Experience Set: Dissemination of Research Results and Creative Works (Complete Version)*. Retrieved from <https://lc.rsu.ac.th/km/files/manual/manual2.pdf>
- Suksakul, N., & Wongleedee, K. (2023, March). *Guidelines for Media Development to Reach Students Who Are Taking the English Test, SSRU-TEP*. In International Academic Multidisciplinary Research Conference in Fukuoka 2023 (pp. 150-155).
- Sudsawart, J., Pochanakul, K., Chantarasompoch, V., Ayudhaya, W. S. N., Rojanabengjakun, P., & Kongmong, C. (2019). *A Study of Marketing Needs Affecting the Development of the Bachelor of Science in Health Service Business Management, College of Allied Health Sciences, Suan Sunandha Rajabhat University*. In Proceedings of the 3rd International Conference on Digital Technology in Education (pp. 106-110).