

Communication Through Offline and Online Social Network of Thai Football Premier League Supporters

Krisana Chueachainat

Abstract—The study is about the identity, typology and symbol using in communication through offline and online social network of each Thai football Premier League supporters. Also study is about the factors that effected the sport to become the growing business and the communication factors that play the important role in the growth of the sport business. The Thai Premier League communicated with supporters in order to show the identity of each supporters and club in different ways. The expression of the identity was shown through online social network and offline told other people who they were. The study also about the factor that impacted the roles and communication factors that make football become the growing business. The factor that impact to the growth of football to the business, if clubs can action, the sport business would be to higher level and also push Thailand's football to be effective and equal to other countries.

Keywords— online social network, offline social network, Thai football, supporters

I. INTRODUCTION

Communication is the one important factor in human life above from four requisites. Although the

communication is not directly affected to be death of a human as four requisites, but human need communication as a tool to achieve in the process of activities, and to co-exist with others in society. As Society is very complicated more and more, communications are very important as well. As the result of changes in economic, industry, and society was made a development in many parts of society, may cause of not understand and not sure to the members of society. Therefore, A human need communication as a tool to solve a problem.

The integration of all levels of human society, they must be a purpose or goal of a social group. Depending on whether the group is targeted for what. The integration is not restricted to a single area or some part of the world community. The integration that are similar or identical are scattered in different places. When the communication is a key factor to unite the society also its one factor makes the various groups that are similar or identical, but lives in different areas can be linked into the network. In order to achieve the goal or purpose of the group, therefore, communication, integration and networking that had the relationship in each other significantly. Examples of integration or network with people

interested in global and the most obvious is the sport. Sport have integration as an audience, cheering team or a fans of sports in each type such as tennis, basketball, volleyball but the one sport that are very obvious integrated was “football”.

The rules for football was easy understandable, including many access channels to get information. There are a lot of people tracking competitive Thai Premier League Football until become a one of the teams to cheer. Cheer Team is a group who support the team in all aspects, both in financial, encouragement and participation activity, Compared to a player who is player 12 in a field. Supporters is a group of people who love football and follow them for a one period of time. Whether it is the people who are in the age range or gender whatever, which may be different in terms of social learning and experiences related to football, such as impress a football athletes, love watching Thai football or oversea etc. The most of the football cheer can understand rule of football sport well and also they're the group that is show expression over the common people in the society such as they have express the symbol act that they all knew in each other that is have to use the process of interpretation in the group of members and in the society that has same the relationship. Sheer singing or music symbol of club that supporters or fan club only will be able to show or sing along. Creating a culture of discipline in cheering and good culture in the society of sport that has developed a group of football fans quickly. Causes of various football clubs can generate value by sale items of football club or finding sponsor who see the potential in expanding the business from the fan club or from the general football audience that can increase more and more to reach a football business in longtime.

Supporters is the role important to be the club's public relations. Especially, the behavior of following information and news such as media online that have exchange inform and news among cheering team in both same club or others. Including help a creating and solve an image in case that may impact club's image. These supporters are help to give the correct information and help to promote good image toward others supporting team of clubs. In addition to the behavior to get an information following a media supporters in each club also creating meaning together to show identity to others, perceived that they are a cheer team of those clubs through the symbols such as a message that show personal opinions through social online, clothing or scarf that have logo of club including, singing and gesture to communicate with others.

Krisana Chueachainat is with the Faculty of Management Sciences, Suan Sunandha Rajabhat University, Bangkok, 10300 Thailand (E-Mail: Krisana.ch@ssru.ac.th, Sangkathan@gmail.com, Phone: +66815887879).

II. LITERATURE REVIEW

In the study of “Communication through offline and online social network of Thai football Premier League supporters”, the researcher has reviewed the concepts, frameworks and theories to adapt use in approaching the studies. All literature reviews can be classified into the following sub-topics.

A. The Concept of Communications Theories (Communication Theories)

Communication (Communication) is the process (Process) that are important to human beings, including economic, social life and study until we can say the communication is a gearwheel machine of society that make the society continue the endless. The communication to be both of Instrument and Method in cause of changing to people, organization and society.

In the definition or give the meaning of word Communication that is quite difficult because the communication has a various meaning by cover in all activities of human. So in gave the meaning of Communication that have a lot of the variety, it's depend the interest of academicians in each person who gave consider and important to the communication in various dimension or different as below.

Warren W. Weaver gave a meaning a Communication that “the Communication is a word that have wide meaning and cover all process in mind of one person and may have impact in mind of another person as well. Communication doesn't mean only in writing and speaking also including musical, picture, and ballet performance and all the behavior of human.

George Gerbner gave the definition of Communication that “The Communication is the performance of social interaction by using the Symbol and Message System.

Wibur Schramm said about communication that “Communication is understandable that is according with information signs.

Charles E. Osgood gave the meaning of Communication that “In normal meaning, Communication its happen when one party is the Messenger that is have influences to another party who is a recipient by using the symbols, which were sent through the media that links theirs both”.

B. The Concept of Identity

Identity is the feel of thought of person themselves that “who am I”, which is occurs when they have interaction themselves with others. Through the looking themselves and the others looking on them. Identity needs awareness themselves and it's a basis of selection something. It has meaning that we have to show that we accept intentionally with our chosen identity. The importance of presence themselves that how they can indicate their identity that is same in one group and how is different from the other groups? “who I am” in others people opinion [1]. The word “Identity” different from the word “Personality” because a person may be the same in terms of personality like some habit or some physical may be the same or similar. But the same in identity of person will happen when they have feeling together in part of some awareness that is related with

presence of them. It has meaning that they have accepted in those presences that is consisting with making oneself which can show they are similar or different to other groups or others person. As Kathryn Woodward said that Identity is the thing make us perceived that who are you and how we will manage the relationship with other people including, environment around us.

Kathryn Woodward explained that the most of Identity were created in symbols of opposite side things example, white people – colored people, normal-deviate normal and male – female so in differentiation that can make people see the image of similarity. Identity it's the story of awareness that how “we” “same” or “different” from other? The feeling of same or different by have “Identity” as its important factor to classify that involved with life experience, ideology, realize, rituals, rules etc , that make (I) and (us) different from (others) and (Them) [2].

Summary the word of Identity is about appearance. It has special characteristics that is stable and may be dominated from outside influences. Including ask question based on cultural studies that how are the identity will respond to factor and different from outside? This is the question that would affect the identity study. In the age of variety in opinion and try to create a specific character by using a group of same identical connected and block who are different out [3].

So identity is seemed represent of fighting for keep similarity of their group also it is barrier of different thing out. Charles Cooley believed that society and individuals is the phenomenon that cannot separated in each other but it a collective and distributive. Individuals follow the concept of Cooley, its start from presence then follow the sociality. Individual, it's occurs from about themselves that is reflects their options and show them to other.

Cooley developed into 2 concepts. The first concept is the Primary Group, its close relationship group. It's the first group to coming into life of individuation and instruct to those individuals. The Primary Group are the parent, brother, sister, friends, teacher etc. The second concept is the looking glass self, it's the concept to explain that the relationship of human world reflects to their environment immediately. As it's a mirror for the mind and can explain to individuals that “I am what I think you think I am) It's mean that people around them can identify them. Cooley wrote that “each to each a looking glass, reflects the other that both pass” [4].

Mead said that if without society they would not identity, spiritual and communication as well. In reverse side the society would understand in status of structure that it occurs by pass the process act in society. In part of communication that is exchange with other people by perceived from gesture, it wills important mechanical that would have effect to social behavior. The gesture will have important role by depend on individual's alert respond to motivate from others. In role play the others have trend to follow those behavior. Gesture had important related to be used condition symbols. The first topic, it depend on capability in each person to see the process communication of themselves from standpoints of others that it's mean that they take role of others between interaction by using the symbols. For Human symbols are gesture that is used for interpreted attitude in each other by using the basis of those interpreted. Mead explained in the birth of conscious

and individuals that it happen to keep developing ability since their young that is take other role and see the result of their act from stand points of other. It can say the thing that is symbols motivated to happen into individual of one person, it means that the thing that is motivated to individual of other person. Example in childhood, Learning, its' happen from imitated from adults such as play a parent role or teacher so traditional or regulation will absorb through those roles[5].

According Mead Attitude it's about happening of ability through keep take a role by attending of human in wide edge more and more. Individual do not see only physical but it's also the social entity that is occur in the process of sociality like a communication by using easily gesture into the process of stick it. The nature of individuals is the reflection of individual became an individual again because the relationship that they have with others, it deep into their imagine. So their individuals its became object by get effect from reflection by themselves. Individual in term of Subject and Object, they are important part of being social. Presence in each of individuals that is special character, it has effect to mix from character and attitude from others and become individuals. The sociality have root from the presence of individual in each person who is supported the process of social [6].

III. RESEARCH METHODOLOGY

The research is on the content analysis and analyzed data from interviews by separate issues into topics and take them to analysis for clear to see objective and also for get the answer cover all the result of analysis mostly. After that take the result of analysis compare with the concept, theories and research paper that was presented for debate and conclusion. This Research Study divided analysis into 2 parts.

1. Communication created social network and Identity of Thai Football Premier League supporters.
2. Communication through online and offline social networks of Thai Football Premier League supporters.

IV. FINDINGS, CONCLUSION AND RECOMMENDATIONS

Discussion on the result of research matters "Communication through offline and online social network of Thai football Premier League supporters". Researcher discussed about the result into topics within these objective..

1. "Communication created social network and Identity of Thai Football Premier League supporters."

The Club as a Messenger (Sender) intends to send information such as the club's code of conduct, news, asks for cooperation, public relation by select a method and channels that is reach to Cheering Team. As a Messenger (Sender), Clubs or representatives of Club need to have communication skills. It means capacity or expertise in communications that is skills related in encoding skill of listening, speaking, writing and decoding skill of reading. Reasons or Thought are skills to encode and decode. In each club will have Public Relation Department to acts as a Messenger (Sender) because they have expertise and reliability.

Receiver of the club can divided into 2 characters. One is the receiver from minor group and another one is the receiver

from mass communication. The receiver of these 2 groups, they occur from select communication channels of clubs.

2. "Communication through online and offline social networks of Thai Football Premier League supporters."

From a study Communication through online and offline social networks of Thai Football Premier League supporters, it is the effect from an individual or a club that is those cheer team has relation by pass a communication that is clubs or others send, also its effect from supporters gave definition by themselves. So supporters in status of individual or group might allow following expectation or intention of someone else. But in sometime, supporters are also a self-confident such as supporters of Chonburi FC Club doesn't want to wear club's cloths all the time but in expectation of others person need to found the Identity Club. So supporters needs to have symbols to indicate that this is a supporters of club by wearing clothes or other symbols because some it's happen from cheer team who definition themselves. So there may have a variety of expression during different times and different opportunities.

Social online, it's a good tool that is help to keep continue of fan club but In acknowledge of news in the period of football clubs is still not yet appreciated like today, Media who is keep report about football news is quite a few until the internet is coming. Especially high-speed internet extensively and easy to able so Thai Football Fan start to use internet to be channel to exchange news and information in each other. In the period of Thai Football that is not yet favorite much, Football Fans who is follow extremely, they are quite close with clubs and got news in deep detail so other football fan club start to share information ,news that they knew come to exchange pass to message boards.

If Clubs at status of Sender have good communication skill to select language for encode in good, correct, clearly and easily for decode, Communication would have efficiently and effecting to build a cheer team achieve and efficiently as well.

Clubs need to understand in demand of supporters who is a customer in consider of marketing. So Cheer Team have expectation from Club for both in the result of competitive and ability of football player also communication, public relation, image and support of supporters including environment in cheering (fun and exciting). So Club need to communication through various channels such as websites, web board and Facebook for get suggestion and fault to develop and improve as a cheer team get satisfaction and not change to support others club.

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Krisana Chuechainat was born in 17th April 1981 in Sukhothai, Thailand. He accomplished a bachelor of Arts (Broadcasting) from Dhonburi Rajabhat University Thailand in 2004 ,completed his master of Arts (Communication Arts) from Sripatum University in 2008. Then in 2015, he completed doctor of philosophy program in communication arts from Dhurakij Pundit University in Thailand. Currently, Krisana is working as a full-time lecturer in Film, Communication Arts for the Faculty of Management Sciences, Suan Sunandha Rajabhat University, Bangkok, Thailand