

International Academic Multidisciplinary Research Conference 2017

Proceeding of

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS



**Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdanbin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom**

ISBN 978-616-406-740-6 (electronic book)

International Academic Multidisciplinary Research Conference 2017

Conference Proceedings

**INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE**

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS



Conference Three Themes

The International Business Tourism and Applied Sciences Research Conference

The International Education Social Sciences and Humanities Research Conference

ISBN 978-616-406-740-6

Conference Proceedings

INTERNATIONAL BUSINESS ECONOMIC TOURISM SCIENCES TECHNOLOGY
HUMANITIES SOCIAL SCIENCES AND EDUCATION RESEARCH CONFERENCE

*Berlin, Germany
23 – 25 October, 2017*

THE 2017 ICBTS

Organised by

ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

In Academic Scholars Cooperation with



Wismar University



Lincoln University



Hamdan Bin Smart University



Suan Sunandha Rajabhat University

Sponsored by



Ryerson University



University of Sunderland



Thai Airways International

Edited by Chayanan Kerdpitak, CK Research, Thailand
Kai Heuer, Wismar University, Germany
Ebrahim Soltani, Hamdan Bin Smart University, UAE
Gilbert Nartea, Lincoln University, New Zealand
Vipin Nadda, University of Sunderland, United Kingdom

Published by Chayanan Kerdpitak (ICBTS Institute Conference Center & CK research)
Phaholyothin Road, Klongnuang, Klongnuang
Pathumtani 12120, Thailand: Tel 087 0287 287, Fax +662 994 5021

Abstracting and nonprofit use of the material is permitted with credit to the source. Instructors are permitted to photocopy isolated articles for noncommercial use without fee. The authors have the right to republish, in whole or in part, in any publication of which they are an author or editor, and to make other personal use of the work. Any republication or personal use of the work must explicitly identify prior publication in Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of the International Business and Economics Research Conference, International Social Sciences Humanities and Education Research Conference, International Tourism Transport and Technology Research Conference (C.Kerdpitak, K. Heuer, E. Soltani, G. Nartia Editors) including the page numbers.

Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Business Economics Tourism Transport Technology Social Sciences Humanities and Education Research Conference

Copyright©2017

By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

All rights reserved.

All papers in the proceedings have been peer reviewed by experts in the respective fields responsibility for the contents of these papers rests upon the authors.

ISBN: 978-616-406-740-6 (electronic book)

Published by Chayanan Kerdpitak (ICBTS Institute & CK Research)

Pramsiri Boutique Park, 18/83 Building A, Prasertmanukid Rd. Bangkok, 10900, Thailand

Plum Condo Park Rangsit, 91/194 moo4, Phaholyothin Road, Klongnung Klongluang Pathumtani 12120, Thailand

INTRODUCTION

We would like to welcome our colleagues to the International Business Tourism Transport Technology Social Sciences Humanities Education Research Conference. It is the seven series in 2016 of Conference on Business Tourism and Apply Sciences was held in Amsterdam. As always many members of the ICBTS 2016 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to November between Europe and the rest of the world is now well established. This year's event in London (UK) Paris (France) Munich (Germany) Amsterdam (Netherlands) Boston (USA) Toronto (Canada) London (United Kingdom) Zurich (Switzerland) Berlin (Germany) Tokyo (Japan) and another continues with the cultural following the very successful and productive event held in London-Zurich in August 2016 in the field of various types for international academic research conference on Business Economics Social Sciences Humanities Education and Apply Sciences. As usual The ICBTS 2016 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2016 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Tokyo represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business
- Management
- Marketing
- Accounting
- Financial
- Banking
- Economic
- Education
- Marketing
- Logistics Management
- Social Sciences
- Supply Chain management
- Industrial Management
- Information Technology
- Sciences Technology
- Transport and Traffic
- Tourism Strategic
- Tourism Management
- Tourism Marketing
- Tourism Development Policy and Planning
- Technology Application
- Communication and Sciences
- Humanities
- Health care Management
- Hospitality Management
- Hotel Management

INTERNATION ADVISORY COMMITTEE

Academic Advisory Chairs

Prof. Dr. Ebrahim Soltani

Hamdan Bin Mohammed Smart University
Dubai, United Arab Emirate
Phone. +44(0) 1227 827405

Academic Advisory Chairs

Prof. Dr. Kai Heuer

Wismar University of Business School, Germany
Studiengangleiter Master Betriebswirtschaft
ABWL/Controlling
Hochschule Wismar
Fakultät für Wirtschafts wissenschaften
Philipp-Müller-Str. 14
23966 Wismar
Haus 19, Raum 113
phone.: +49 (3841) 753 - 7578

Conference Coordinator & Program Chair

Dr. Chayanan Kerdpitak

CK Research Consultant
Bangkok, Thailand
Tel.+66 087 0287 287
Email: icbts@icbttconference.com
Email: conferenceteam@icbtsconference.com

Proceeding Editors

Prof. Dr. Gilbert Nartea

Lincoln University, New Zealand
Phone +64 3 4230233

Proceeding Editors & Program Chair

Dr. Vipin Nadda

University of Sunderland, United Kingdom
Phone 02075317333
Email: vipin.nadda@sunderland.ac.uk

INTERNATIONAL COMMITTEE

INTERNATIONAL ADVISORY COMMITTEE

Wittaya Makkham, Suan Sunantha Rajabhat University, Thailand

Gilbert Nartea, Lincoln University, New Zealand

Lee Li, York University, Canada

Susan L. Solis, Asian Institute of Tourism, University of the Philippines

Kamon Budsaba, Thammasart University, Thailand

Aruna Apte, Naval Postgraduate School, USA

Hiromi Ban, Fukui University of Technology, Japan

Vipin Nadda, University of Sunderland, London UK

Bahadır Gulsun, Yıldız Technical University, Turkey

Ali Fuat Guneri, Yıldız Technical University, Turkey

Hen Friman, Holon Institute of Technology, Isreal

Mohammad Bader Al-Badarneh, Amman University Jordan

Douglas J Marshall, USA, Southern University, New Orleans, USA.

Raef Jiries Assaf, Devry University, Corona USA.

Cormac Doran, Institute of Technology Blanchardstown, Ireland

ACADEMIC REVIEW COMMITTEE

Chayanan Kerdpitak, CK Research, Thailand

Kai Heuer, Wismar University of Business School, Germany

Ebrahim Soltani, University of Kent, Canterbury, UK

Tariq Khan, Brunel University, London, UK

Gilbert Nartea, Lincoln University, New Zealand

Marian S. Stachowicz, University of Minnesota, USA

Per Engelseth, Molde University College, Norway

Phaopak Sirisuk, King Mongkut's Institute of Technology Ladkrabang, Thailand

Susan L. Solis, Asian Institute of Tourism, University of the Philippines

Kamon Budsaba, Thammasart University, Thailand

Aruna Apte, Naval Postgraduate School, USA

Vinod Singhhal, Georgia Institute of Technology, USA

Hiromi Ban, Fukui University of Technology, Japan

Vipin Nadda, University of Sunderland, London UK

ORGANIZING BY

ICBTS Conference Center & CK Research Thailand

SPEAKER BACKGROUND



Professor Dr. Ebrahim Soltani

Prof. Dr. Ebrahim Soltani is a Professor of Business School at University of Kent Canterbury in England and he is Department Chair - Quality & Operations Management at Hamdan Bin Mohammed Smart University Dubai of United Arab Emirate. He was appointed associate professor in business management, total quality management, and operation management in 1989 at the University of Kent, he continued his research in the field of operation management, business management. He has published over 50 papers and reports in such journals as International Journal of Technology and Production Research. He supervised a considerable number of PhD theses and is a consultant on industrial and production industry in England and United Arab Emirate.

SPEAKER BACKGROUND



Professor Dr. Kai Heuer

Prof. Dr. Kai Heuer is full professor for business administration at the Business Faculty of Wismar University in Germany. Before, he served as a full professor at the Environmental Campus of Trier University of Applied Sciences. He studied business administration in Germany and the U.S.A. and holds an MBA and a doctoral degree. He has management experience from leading positions in different companies and as business consultant. His research areas are management accounting, organizational development, and international management where he has published numerous papers, reports and textbooks. He is the head of Master Program in Business at Wismar University and a member of the Schmalenbach-Society for Business Economics, Cologne; managing director of the Institute of Health-, Senior- and Social Management; and a former member of the board of the Centre for Aviation Law and Management.

SPEAKER BACKGROUND



Dr. Tariq Khan

Dr Tariq Khan is a Lecturer and Director of Postgraduate Programmes of Business School in Brunel University, Uxbridge, London, United Kingdom. He received his BEng in Aerospace Engineering from Kingston University, his MSc in Manufacturing Technology from University of Warwick, and his PhD in Intelligent Education Systems from University of Salford. He subsequently worked as a research associate in Heriot-Watt University Edinburgh and as a senior lecturer at London Metropolitan University. He has specialist teaching in Business Process Modelling, Web Programming ,Software Engineering, Classical Logic, Human Computer Studies. He has Book and published over 20 papers and reports in such journals as Information Systems Evaluation and Integration (ISEing). He supervised a considerable number of PhD theses and is a consultant on business and supply chain and engineering industry in England and United Kingdom.

SPEAKER BACKGROUND



Dr. Chayanan Kerdpitak

Dr. Chayanan Kerdpitak is a Lecturer and management committee of Doctor of Business Administration Programmes of College Management Innovation in Valaya Alongkorn Rajabhat University in Thailand and a management committee of CK Research Consultant in Bangkok. I was a Lecturer of Principle Marketing, Sales Management, Consumer Behavior, and Marketing Research at The Suan Dusit University in Thailand. She received a Ph.D. in the field of Business Logistics within Industrial at Ramkhamhaeng University, Thailand. She has published over 20 proceeding paper and some reports in such journals as International Journal Business and Economics Research. She has been a consultant on Import Automobile Industry from Germany for International Marketing and Marketing Research. Chayanan graduated a B.B.A and M.B.A in Business Administration from The Ramkhamhaeng University, Bangkok, Thailand (Major in Marketing).

CONTENT

INTRODUCTION	
COMMITTEE	
Conference Program	
RENEWABLE ENERGY BY PROJECT-BASED LEARNING	1
Idan Halbi, Ifaa Banner, Bosmat Shalom-tuchin, Yulia Einav, Hen Friman	
INTEGRITY OF COUNSELLING INTERVIEW AND PERCEPTION OF CLIENT’S DIGNITY AMONG EDUCATION FACULTY MEMBERS OF THE UNIVERSITY OF CALABAR, NIGERIA	8
Matthew Ojong Achigbe	
“SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “ WAT TATON” CHAING-MAI THAILAND	19
Supakit Mulpramook	
THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK	25
Rumpapak Luekveerawattana	
THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS	32
Veerapon Vongprasert	
THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY	39
Aphichart Kampoomprasert & Chontiya Ledanan	
THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY	47
Sudabhorn Arundee & Barameeboon Sangchan	
EVALUATION OF TWO FACTORS ON BEGINNER LEARNERS’ FLUENCY	52
Alireza Behfar, Meira Levinson, Nancy Hill	
BOROBUDUR TEMPLE WORLD HERITAGE SITE AUDIT	61
Anggi Marisa Lubis	
9/11 THE DOMESTICS CRUSADERS REGISTERS VIOLENCE AGAINST MUSLIMS FOLLOWING 9/11	73
Rehab Farouk and Mona Anwar	
THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY	104
Aphichart Kampoomprasert & Wanwika Sattaworn	
DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY	111
Wicha Khankham & Dr.Komol Paisan	
ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS: CASE STUDY NONGBUALAMPHU PROVINCE	119
Barameeboon Sangchan & Sudabhorn Arundee	
ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM	127
Kusuma Teppharak	
EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN	132
Tanutpong Phriwanrat	
WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND	138
Akapong Inkuer	
SOUVENIRS DESIGN FROM ARTS AND CULTURAL	142
Noppadon Sangwalpetch	
GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS?	147
Merve Yavuz	

ESL BASIC LEARNERS: PERSONAL HISTORIES OF WRITING	161
Ketkanda Jaturongkachoke, Supath Kookiattikoon and Supamit Chanseawrassamee	
THE INFLUENCE OF AN INTERVENTION PROGRAM IN THE FIELD OF TIME MANAGEMENT, AMONG STUDENTS WITH LEARNING DISABILITIES AND ADHD-STRATEGIC VIEW	169
Anat Frishman Shitrit and Ofira Tykochinsky	
THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS	170
Manissa Vasinaron	
FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM) , SUPHAN BURI PROVINCE	176
Suwit Sadsunk	
THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND	185
Chanoknart Mayusoh	
MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY	194
Nataporn Rattanachaiwong	
A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i>	200
Chutima Maneewattana	
FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL	205
Krisada Sungkhamanee & Piyadhida Sungkhamanee	
VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET	213
Natnaporn Aeknarajindawat	
TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY	217
José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco	
CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA	226
Eric Appau Asante and Mavis Donkor	
EXAMINING MOTIVATION TO TEACH LEVELS OF PRE-SERVICE TEACHERS IN TERMS OF SOME VARIABLES	227
Ipek Som Onal	
FEASIBILITY STUDY OF IMPLEMENTATION OF COACHING IN TRAINING OF NURSES IN BAHMAN HOSPITAL IN TEHRA (IRAN)	228
Mohammad Ghahramani	
EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS	229
Erhan ÜNAL, Fatih ÖZDİNÇ	
ASTIN THEORY AND SOCIAL NETWORKS	230
Elham Akbari and Hamid Abdollahian	
FACTORS DEVELOPMENT OF PHYSICAL ABILITY OF STRIKER FOOTBALL PLAYER: A CASE STUDY OF THAILAND	245
AVM. Adinan Jarayapan & Bhasana Soraphetphisai	
HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM	249
Benjaporn Yaemjamuang, Monrat Jaiuea & Tassanee Naksanee	
KNOWLEDGE MANAGEMENT FOR WRITING RESEARCH PROPOSAL	253
Wanvisa Saisanan Na Ayudhaya	
DEVELOPMENT FOR 21st CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING	258
Poonyapon Chanfoy	
ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING	263
Suphanwadee Waiyaroop & Bhanit Yenkhæ	
KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL	270
Yanika Chuentako, Tassanee Siriwan, Taksina Bunbut, Nalin Simasathaiansophon, Supaksiri Prakarncharoen	

UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Jitravadee Roongin Kunkar & Niafifah Tohsareh	274
ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Sirimanee Banjong, Kannikar Bhiromrat and Teerarat Tipjaradmetha	281
AMERICA FIRST, WHO IS SECOND? MEDIATION OF A DESTINATION IMAGE THROUGH HUMOR AND POLITICAL SATIRE Maja Turnsek Hancic and Petr Janecek	287
DESIGNING A SUITABLE E-LEARNING SYSTEM BASED ON A SURVEY OF THE USE OF SYSTEMS AT TOP UNIVERSITIES FROM THE ARWU RANKING Viktoria Fabusova, Juraj Fabus, Maria Matuskova	296
INNOVATIVE ACADEMY PROFFECT-DISINFECTION OF EFFLUENTS WITH RENEWABLE Hen Friman, Faina Nakonechny	307
HOW PARTICIPATION IN CAMPUS RECREATION PROGRAMMING IMPROVES STUDENT RENTETION James G. Archibald	312
SPANISH FRANCHISING: EXPLAINING OWNERSHIP Rosa M, Mariz Pérez	313
ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Chompunuj Limlertmonkol & Weerapoj Ruttanawarn	322
PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Panuwat Sivaskunraj	327
THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Somdech Rungsisawat & Khatcharin Thapthimthet	331
KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Nitima Kaewmanee, Ganratchakan Ninlawan & Prapat Pawinun	337
DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Somdech Rungsisawat & Pinyaphat Kongsorn	343
TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Nipawan Tharasak & Sittichai Thammasane	348
KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Khwanchai Sukkon & Supassawee Morakul	354
PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING : PRINCIPLES AND GUIDELINES Teerawit Tinprapa	359
MERITS AND DEMERITS OF DECENTRALISATION IN HIGHER EDUCATION: A CASE STUDY OF ONE HIGHER EDUCATION INSTITUTION IN SOUTH AFRICA Cishe, Elphinah Nomabandla	364
CHANGES OF NATIONALISM AND WORLD ORDER IN LANGUAGE POLICY: MANDATORY SWEDISH LANGUAGE STUDY IN FINLAND Janne Väistö, PhD-student	365
THE EFFECT OF JOINT AUDIT ON AUDIT QUALITY: EMPIRICAL EVIDENCE FROM COMPANIES LISTED ON THE EGYPTIAN STOCK EXCHANGE Mahmoud Ghanem Mahmoud, Abd El Wahab Nasr Ali and Hebatallah Abd El Salam Badawy	366
PARENTAL EDUCATION BACKGROUND AND STUDY MATERIALS AS CORRELATES OF ACADEMIC PERFORMANCE OF SECONDARY STUDENTS IN ABIA STATE Beatrice Okore Ogbonnaya	367
THE EFFICACY OF EXPLICIT INSTRUCTION ON IMPLICIT AND EXPLICIT KNOWLEDGE OF ENGLISH ARTICLES Faten A. Alarjani	368
RBL : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Teeraporn Plailek	378

THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS	384
Sasiporn Phongploenpis	
KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY	390
Supaporn Wongsa, Supaporn Jaisook, Ganratchakan Ninlawan and Sirilak Ketchaya	
THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUAN SUNANDHA RAJABHAT UNIVERSITY	395
Suntaree Patcharaprateep, Pornkiat Phakdeewongthep & Wannee Sutthachaidee	
THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY	399
Phakit Treesakult & Netdao Yooyong	
FLIP IT AROUND: THE POSITIVE IMPACT THAT THE REFINED FLIPPED CLASSROOM MAY HAVE ON REDUCING THE BLACK ASIAN MINORITY ETHNIC (BAME) ATTAINMENT GAP	404
Charles Wild	

2017 ICBTS CONFERENCE BERLIN PROGRAM

The 2017 ICBTS International Multidiscipline Research Conference	
23 October 17 9.00- 09.30 (M)	REGISTRATION & WELCOME Welcome meeting at The Park Inn by Radisson Berlin City West, Germany
	Academic Advisory & Session Chair Professor Dr. Kai Heuer, Germany Dr. Hen Friman, Israel
23 October 17(M)	Session A
23 October 17(M) 09.00-10.30 (M)	<p>Session A1</p> <p>Paper 1(23) DEVELOPMENT FOR 21ST CENTURY SKILLS BY USING PROCESSES OF RESEARCH BASED LEARNING Asst. Prof. Poonyapon Chanfoy</p> <p>Paper 2(24) ACTIVE LEARNING BY USING PROCESSES OF PROBLEM BASED LEARNING Asst. Prof. Suphanwadee Waiyaroop</p> <p>Paper 3(27) ORGANIZED ACTIVE LEARNING BY INSTRUCTIONAL MODEL WITH PROJECT BASED LEARNING Asst. Prof. Sirimaneer Banjong</p> <p>Paper 4(29) PARTICIPATORY LEARNING: FROM THEORY TO PRACTICE IN PSYCHOLOGY FOR TEACHER COURSE Mr. Panuwat Sivaskunraj</p> <p>Paper 5(35) PROBLEM-BASED LEARNING WITH MATHEMATICS TEACHING: PRINCIPLES AND GUIDELINES Mr. Teerawit Tinprapa</p> <p>Paper 6(132) LANGUAGE TEACHING AND LEARNING OPINIONS ON CULTURAL DIVERSITY Awwal Ibrahim Dansadau</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session A 2</p> <p>Paper 1(36) RB : THE DEVELOPMENT OF LEARNERS' LEARNING SKILLS Mrs. Teeraporn Plailek</p> <p>Paper 2(37) THE NATURE AND USE OF RESEARCH-BASED LEARNING FOR ENHANCING PRE-SERVICE TEACHERS' RESEARCH SKILLS Dr. Sasiporn Phongploenpis</p> <p>Paper 3(33) TECHNIQUE OF FOLLOW UP ON WORK PROGRESS IN OFFICE ADMINISTRATION Miss Nipawan Tharasak</p> <p>Paper 4(39) THE STUDY OF TECHNOLOGY ASSISTED OFFICE ADMINISTRATION OF SUANSUNANDHARAJABHAT UNIVERSITY Miss Suntaree Patcharaprateep</p>

	<p>Paper 5(144) Examining Motivation to Teach Levels of Pre-Service Teachers in Terms of Some Variables Ipek Som Onal</p>
12.01-13.00	Lunch Break
13.01-15.00	<p>Session A 3</p> <p>Paper 1(9) ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM Dr. Kusuma Teppharak</p> <p>Paper 2(10) EQUIPMENT DESIGN TO CREATE TIE-DYE FABRIC PATTERN Mr. Tanutpong Phriwanrat</p> <p>Paper 3(11) WICKERWORK PROCESS ANALYSIS APPLY FOR HOME DECORATION DESIGN: PRANEE HANDICRAFT SING BURI THAILAND Mr. Akapong Inkuer</p> <p>Paper 4(12) SOUVENIRS DESIGN FROM ARTS AND CULTURAL Mr. Noppadon Sangwalpetch</p> <p>Paper 5(13) THAI PERFORMING ARTS IN KING PRAJADHIPOK'S LAWS Asst. Prof. Manissa Vasinaron</p> <p>Paper 6(116) ESL Basic Learners: Personal Histories of Writing Ketskanda Jaturongkachoke and Supat Kookiattokoon and Supamit Chanseawrassamee</p> <p>Paper 7(150) Feasibility Study of Implementation of Coaching in Training of Nurses in Bahman hospital in Tehran (IRAN) Associate Prof. Dr. Mohammad Ghahramani and Fatemeh Hydari</p> <p>Paper 8(127) Renewable Energy by Project-based learning Hen Friman and Idan Halbi and Ifaa Banner and Bosmat Shalom-tuchin and Yulia Einav</p>
15.00- 15.15	Afternoon Break
15.16- 17.00	<p>Session A 4</p> <p>Paper 1(14) FABRIC PRINTING DESIGN OF SARONG AS A RESULT OF A STUDY OF TEXTILE PATTERNS OF LAO-SONG (THAI SONG DAM), SUPHAN BURI PROVINCE Mr. Suwit Sadsunk</p> <p>Paper 2(15) THE ART OF THE FABRIC PATTERN DESIGN BY STUDYING THE WOODEN CARVING ON GINGERBREAD IN VIMANMEK MANSION IN THAILAND Mrs. Chanoknart Mayusoh</p> <p>Paper 3(17) A WESTERN TREATMENT OF NONWESTERN NATIONAL IDENTITY: A CASE STUDY OF <i>THE KING AND I</i> Asst. Prof. Dr. Chutima Maneewattana</p> <p>Paper 4(16) MAINTAINING SIGNIFICANCE OF REALIA IN TRANSLATED PLAY Dr. Nataporn Rattanachaiwong</p> <p>Paper 5(40) THE EXPOSURE AND SATISFACTION OF THE GRADUATE STUDENTS FOR THE CHANNAL OF THE INFORMATION AT SUANSUNANDHA RAJABHAT UNIVERSITY Miss Netdao Yooyong</p> <p>Paper 6(128) AN EVOLUTION PERSPECTIVE ON THE ROLE OF UNIVERSITIES IN REGIONAL INNOVATION</p>

	<p>Jong-Ho LEE</p> <p>Paper 7(124) PLANNING SCHOOL FEEDING POLICY TOWARDS ECONOMIC DIVERSIFICATION IN AFRICA Shuaibu Saminu</p>
23 October 17(M)	Session B
23 October 17(M) 09.00-10.30 (M)	<p>Session B1</p> <p>Paper 1(1) “SPIRITUAL TOURISM” THE NEW TOURIST DESTINATION FOR THAI TOURISM CASE STUDY IN “WAT TATON” CHAING-MAI THAILAND Dr. Supakit Mulpramook</p> <p>Paper 2 (3) THE STUDY ON MEDIA EXPOSURE BEHAVIOR IN POLITICAL ISSUES OF UNIVERSITY STUDENTS Mr. Veerapon Vongprasert</p> <p>Paper 3 (5) THE STUDY OF THE PARTICIPATION OF THE PRESIDENT OF STUDENT COUNCIL ELECTION, UNDERGRADUATE PROGRAM, SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Dr. Sudabhorn Arundee</p> <p>Paper 4 (8) ROLE OF PROVINCIAL GOVERNOR IN CONTROL OF LOCAL ADMINISTRATION ORGANIZATIONS : CASE STUDY NONGBUALAMPHU PROVINCE Dr. Barameeboon Sangchan</p> <p>Paper 5 (18) FINANCIAL STABILITY IN SAMUT SONGKRAM FROM HOUSEHOLD SAVING POTENTIAL Dr. Krisada Sungkhamanee</p> <p>Paper 6 (104) THE IMPACT OF “PIPELINE DIPLOMACY” ON CONFLICT RESOLUTION IN THE CAUCASUS-CASPIAN REGION-THE CASE OF AZERBAIJAN AND AFGHANISTAN Dogan Girgin</p>
10.31 - 10.45	Morning Break
10.46 - 12.00	<p>Session B 2</p> <p>Paper 1 (21) HOTEL BUSINESS DEVELOPMENT WAY TO REACH SERVICE STANDARD FOR SUPPORTING SENIOR TOURISTS IN THE AREA OF AMPHAWA DISTRICT, SAMUTSONGKRAM Miss Benjaporn Yaemjamuang</p> <p>Paper 2 (22) KNOWLEDGEMANAGEMENT FOR WRITING RESEARCH PROPOSAL Miss Wanvisa Saisanan Na Ayudhaya</p> <p>Paper 3 (26) UNIVERSAL DESIGN FOR WARD PATIENTS GOVERNMENT HOSPITAL Mrs. Jitravadee Roongin Kunkar</p> <p>Paper 4 (2) THE DIFFERENCES OF SOCIAL AND POPULATION FACTORS TOWARDS TOURISTS’ ATTITUDES TO STAYING AT GREEN HOTELS IN BANGKOK Dr. Rumpapak Luekveerawattana</p> <p>Paper 5 (111) MEDIATISATION OF URBAN PLANNING AND THE PUBLIC SPHERE: TOWARDS ENABLING AND JUST PLANNING PROCESS CASE OF EGYPT Mennatullah Hendawy</p>

12.01- 13.00	Lunch Break
13.01-15.00	<p>Session B 3</p> <p>Paper 1 (30) THE DEVELOPMENT OF ONLINE ADMISSION FOR GRADUATE STUDENTS, SUAUN SUNANDHA RAJABHAT UNIVERSITY Miss Khatcharin Thapthimthet</p> <p>Paper 2 (28) ORGANIZED ACTIVE LEARNING BY CREATIVE BASED LEARNING Mrs. Chompunuj Limlertmonkol</p> <p>Paper 3 (31) KNOWLEDGE MANAGEMENT FOR THE GUIDELINES OF INFORMATION RESOURCE ACQUISITION: A CASE OF ACADEMIC RESOURCE CENTER, SUAN SUNANDHA RAJABHAT UNIVERSITY Acting Sub Lt. Nitima Kaewmanee</p> <p>Paper 4 (19) VITAL FACTORS OF RECENTLY GRADUATES FOR APPLYING JOBS IN ASEAN LABOR MARKET Dr. Natnaporn Aeknarajindawat</p> <p>Paper 5 (25) KNOWLEDGE MANAGEMENT: GUIDE TO WRITE A RESEARCH PROPOSAL Miss Yanika Chuentako</p> <p>Paper 6 (34) KNOWLEDGE ON FOLLOWING-UP AND RECORDING ACCORDING TO PERSONNEL DEVELOPMENT TRAINNING Miss Supassawee Morakul</p> <p>Paper 7 (114) AGRICULTURAL TRADE UNDER WTO REGIME: OPPORTUNITIES AND CHALLENGES Dr. MOHD ADIL</p> <p>Paper 8 (115) RACE OF RELIGIONS AND THE RICE OF RADICALISM IN WEST PAPUA INDONESIA Umar Werfete and Suparto Iribaram</p>
15.01 - 15.15	Afternoon Break
15.16 - 17.00	<p>Session B 4</p> <p>Paper 1(7) DEVELOPMENT OF A SOLUTION TO THE TRAFFIC ISSUES INSIDE SUAN SUNANDHA RAJABHAT UNIVERSITY Mr. Wichar Kunkum</p> <p>Paper 2 (6) THE STUDY OF SATISFACTION OF THE DEVELOPMENT OF GRADE VALIDATION SYSTEM BASED ON CURRICULUM STRUCTURE, UNDERGRADUATE STUDENTS, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Wanwika Sattaworn</p> <p>Paper 3 (32) DEVELOPMENT OF THE “I” SYSTEM FOR THE CORRECTION OF INTERNET LEARNING VIA THE INTERNET SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Pinyaphat Kongsorn</p> <p>Paper 4 (38) KNOWLEDGE MANAGEMENT FOR PROCESS DEVELOPMENT: INFORMATION RESOURCES CLASSIFICATION AND CATALOGING IN THE LIBRARY OF SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Supaporn Wongsa</p> <p>Paper 5 (4) THE STUDY OF APPLICANTS’ SATISFACTION OF UNIVERSITY ADMISSION SYSTEM : UNDERGRADUATE LEVEL, SUAN SUNANDHA RAJABHAT UNIVERSITY Miss Chontiya Ledanan</p>

	<p>Paper 6 (116) THE EFFECTIVENESS OF USING GAMES IN LEARNING ENGLISH VOCABULARY: AN ANALYTIC IN THE SAUDI ARABIAN CONTEXT Ayedh Dhawi Mohammed Almohanna, Saudi Arabia</p> <p>Paper 7 (133) SOCIAL MEDIA AND ARABIC: CODE-SWITCHING AMONGST ALGERIAN STUDENTS LIVING IN THE UK Linda Merzougui</p>
24 October 17(T)	Session C
24 October 17 (T) 09.30 – 10.30	<p>Session C1</p> <p>Paper 1(48) GERMAN LEADERSHIP IN EU FOREIGN POLICY AFTER EUROZONE CRISIS? Merve Yavuz</p> <p>Paper 2 (7) CULTURAL AND ART EDUCATION: A MEANS FOR SOCIAL STABILITY IN NORTHERN GHANA Dr. Eric Appau Asante and MAVIS DONKOR</p> <p>Paper 3 (53) INNOVATIVE ACADEMY PROJECT -DISINFECTION OF EFFLUENTS WITH RENEWABLE ENERGY Hen Friman and Faina Nakonechny</p> <p>Paper 4 (61) EDUCATION, BUSINESS AND AGRICULTURE: AN INTEGRATION FOR ECONOMIC TRANSFORMATION IN DEVELOPING NATIONS- THE NIGERIAN EXPERIENCE Dr. Matthew Ojong Achigbe</p>
10.31 – 10.45	Morning Break
10.46 - 12.00	<p>Session C2</p> <p>Paper 1(57) EXPLORING THE EFFECT OF TECHNOLOGY SUPPORTED COLLABORATIVE LEARNING ON CREATIVE THINKING SKILLS OF PRE-SERVICE TEACHERS Erhan ÜNAL and Fatih ÖZDİNÇ</p> <p>Paper 2 (64) ASTIN THEORY AND SOCIAL NETWORKS Dr Elham Akbari and prof Hamid Abdollahian</p> <p>Paper 3 (50) EFFECT OF PAUL THE PERSIAN'S LOGICAL WORKS ON AL-MANTIQ BY IBN AL-MUQAFFA Seyedmohammadreza Azarkasb</p> <p>Paper 4 (136) THE NECESSITY OF REGIONAL ECONOMIC INTEGRATION: A LESSON FOR SOUTH ASIA? Md. Rajin Makhdum Khan and Faizah Imam</p> <p>Paper 5 (137) AN INVESTIGATION OF SENSORY LEARNING STYLES USED BY KURDISH EFL STUDENTS AT UNIVERSITY LEVEL Dr. Hoshang Farooq Jawad and Mr. Salahaddin Saeed Khidr</p>
24 October 17(T)	Session E

<p>24 October 17 (T) 09.30 – 10.30</p>	<p>Session E1 Paper 1(141) TOURISM STRATEGY IN THE SUN TRIANGLE ANALYSIS WITH THE THEORY BASED ON RESOURCES AND INSTITUTIONAL THEORY José G. Vargas-Hernández and Lic. Ana Yanetly Arias Orozco, Mexico Paper 2 (144) CONTRADICTIONS AMONG STUDENTS OF BEING MALES AND FEMALES IN LEARNING ENGLISH AS A FOREIGN LANGUAGE. Amina Babou, Algeria Paper 3 (145) THE RELATIONSHIP BETWEEN SYSTEM OF SUGGESTIONS AND THE PRODUCTIVITY OF HUMAN RESOURCES: A CASE STUDY OF TEHRAN PROVINCE GASCO Ali Aolatshah, Iran Paper 4 (120) BLEMISHES IN SYLLABUS DESIGNING OF ENGLISH AT PRIMARY LEVEL OF EDUCATION IN PAKISTAN: AN OBSTACLE IN ATTAINING LANGUAGE PROFICIENCY Zohaib Zahid and Dr Mamuna Ghani, Pakistan</p>
<p>10.31 – 10.45</p>	<p style="text-align: center;">Morning Break</p>
<p>10.46 - 12.00</p>	<p>Session E2 Paper 1 (158) TRAVELING THROUGH THE TOURISM PROMOTION TERMINOLOGY: CONSIDERATIONS UPON THE ADOPTION OF ENGLISH TERMS IN THE OFFICIAL WEBSITES OF ROME, MILAN, LUGANO AND BELLINZONA. Claudia Maria ASTORINO Paper 2(31) ADVANCING SUSTAINABLE AGRO-TOURISM IN THE WESTERN BALKANS: INSIGHTS FROM THE KATUN PROJECT Djurdjica Perovic and Sanja Pekovic andTatjana Stanovcic andJovana Vukcevic, Montenegro Paper 3 (163) SHARING ECONOMY: THE ESTABLISHMENT OF ORGANIZATIONAL IDENTITY OVERTIME, CONSIDERING IDENTIFY CLAIMS AND LEGITIMACY GRANTING João Miguel O. Cotrim and Prof. Francisco Nunes Paper 4 (143) REGENERATING PATRIARCHY: A STUDY ON GEORGE ORWELL'S VIEWS ON WOMEN AND FEMALE CHARATER Khaled Zouaoui Paper 5 (154) SATISFACTION OF INDIVIDUAL LEARNING NEEDS IN THE INTEGRATED TEACHING/LERNING MODEL IN PRIMARY SCHOOL Professor Anita Petere</p>
<p>12.01</p>	<p style="text-align: center;">Conference Close</p>
<p>23 -24 October 17</p>	<p style="text-align: center;">Participation and Discussion</p> <ol style="list-style-type: none"> 1. Dr. Mustafa Arslan., Georgia, 2. Dr. Dr Olufemi Aramide, Nigeria 3. Dr. Asif Iqbal, China 4. Professor Wang Zhuquan, China 5. Dr. Sumit Kumar dey, India
<p>25 October 2017</p>	<p style="text-align: center;">Free day for Participants</p>

ACTING AS A TOOL TO EXPRESS POWER OF MEDIUM

Kusuma Teppharak

*Department of Performing Arts, Faculty of Fine and Applied Arts,
Suan Sunandha Rajabhat University, Bangkok, Thailand
E-Mail: kusumar.ta@ssru.ac.th*

ABSTRACT

This article is in the title of “acting” as a tool to express power of medium. Moreover, it is the documentary research with the objective to study the acting as a tool to express power of medium from the fan page of Royal maid Srisuwan Phromphakdee. Similarly, it has the research steps ; namely, studying from documents following by studying from social media and videos and using content analysis with arrangement and descriptive presentation. In addition, according to the outcome it was found as this following:

1. Tool expressing of the power comprising classifying into 1.1 Using of the power through verbal language in general words of medium and identity words to be used repetitively in the medium group and 1.2 Using of the power through non-verbal language with 7 attributes ; namely, 1.2.1 face , 1.2.2 sights ,1.2.3 posture 1.2.4 areas for both positions and levels 1.2.5 distances 1.2.6 sound and 1.2.7 things.

2. Patterns of using the power. In this case, we will find the using of the power or showing of the power through the medium on 2 channels; namely, the aspiring person to receive the power through the medium in direct way which should reserve for the queue first before meeting and performing rituals. Then, after the meeting the participations would use the power as the above tools. On the same way, the medium may use the power in indirect way as well by allowing the teamwork to post the rituals clips on facebook. Thus, it can persuade people to believe in him or her after seeing the phenomena. However, the advantage is the belief through the rituals , but the disadvantage is the anti-power on social media. Therefore, the medium might judge on the discredit group of people that they shouldn't be the one to care for. On the contrary, it is the personal belief , so the medium who performs good can take overlook to the disturbing ones. In addition, his or her other rituals can be broadcasted on facebook as well.

3. The outcome of using the power which can classify into 2 patterns ; namely, people who believe in mystery for respecting and acting with the requirement of the medium. What's more, on the fan page of the medium there are both of several friend people admiring for the medium and others to giggle him or her by viewing as the deceiving one. Therefore, according to the result on the fanpage of Royal maid Srisuwan Phromphakdee it was found that the acting is the significant tool for building the confidence of the medium in doing rituals. Thus, it can increase for the power of communication and command the participations to perform with steps and faith in easier ways. Lastly, according to the suggestion of this research it involves with the presenting of people to develop their expression skills for performing to be the medium in acting. In this case, it includes with much variety on speaking in the dialogue and the expression on different faces with the expected emotions in each varied rituals. Thus, it includes with the practicing on the sound project or the building of the echo sound by themselves. Similarly, it can reduce for the usage of amplifier for giving more power on the god belief remaining inside the medium. As the result, this term can support the way to use the power to the participations and the members on the fan page of the medium in more increasing and effective way.

Keywords: Power, Medium, Acting, Tool, Express

INTRODUCTION

Originally, it was appeared as the power for the leader to act with the subordinate. However, nowadays the power is belonging to everyone. In addition, on the reference of Michel Foucault it refers to the concept idea of Theerayut Bunmee in A.D. 2008 to view that the power can be changed to be as another way without the certainty. Therefore, Foucault didn't see the power as the concrete and normal thing or the

belonging of any people , any group , any class or any institute. On the contrast, it had been viewed as the techniques , the strategies or the tactics to be used to create the good social relationship. In this case, Foucault didn't emphasized on the questioning about the power to belong with whom including of its origin. On the other hand, he emphasized on the questioning of the way to use the power in the pattern including of its techniques or its tools and its outcomes. Similarly, Foucault views for the two attributes of power ; namely, the oppressive way and the supportive way no matter of the resistance and the giving of freedom with the destroying and the creation. Therefore, he views that it still has the relationship of the resistance power . However, everyone is always closed to the power in the case of being the users or the servicers alternatively.

OBJECTIVE

To study the acting as a tool to express power of medium retrieved from the fan page of Royal maid Srisuwan Phiomphakdee.

LITERATURE REVIEW

Drama seems like the media to bring the concept idea of creator to the audience. In addition, there are several of dramas in the world no matter of tragedy ,comedy , melodrama , realist , surrealist and others , Chutima Maneewattana , A.D. 2007.

Sodsai Phanthumkomon (A.D.1988, page 3-4) claimed about the drama objectives in 3 levels:

1. Emotional level: it is believed that every pattern of drama or performing still has the objective to entertain people. Besides, most audiences requires to watch drama or the performing to make relaxation as well as making the good mood to be ready for live in their tough daily life which is called as the pleasure.

2. Brain level: apart from responding to the emotion drama or performing has the role as the brain food to the audiences in order to think and use the intelligence. Then, this brain level is not only to response to the emotion , drama or performing but it also has the role as the brain food to the audiences for thinking and using the intelligence. Therefore, the perceiving in this brain level can improve the intelligence of the audiences as another way.

3. Spirit level: the second objective is to give the value on spirit or the soul of human that is to enlighten the new experience for human to know and understand the world and the nature. Therefore, it is in the way of washing the soul to be pure. Similarly, the last step of perceiving is called as the way to bring the soul onto the audiences in the highest level.

In this case, it can represent to the tool for bringing the emotions , the feelings and the thoughts of the actors to the audiences , Treedaew Aphaiwong , A.D. 2008. However, in this day there are several influencing Medias to become as the communication tool for everyone increasingly. Thus, the word as actor isn't limited in only television medias , movies or stage play only. On the other hand, everyone can be the performers in every time and one of this character is called as the medium with showing of the outstanding role for being the actor of belief or the leader in soul. Therefore, in this case it shouldn't not only for hoping anyone to make the pleasure in this field , but it also aims to develop the intelligence and bring the souls of some people in the group to be as the targeted goal. As the result, in other words we might find this power hidden with these acting which the researcher will claim in the next section.

METHODOLOGY

This is called as the documentary research with the steps ; namely, studying from documents , studying from fan page of Royal maid Srisuwan Phiomphakdee and using the content analysis with arrangement and descriptive presentation.

Besides, the group sampling is the medium of Phramae Srimahaumatheweechonburi. Similarly, the tool used to collect data is the note to be found from using the contents analysis retrieved from Fan page of Royal maid Srisuwan Phiomphakdee as well as the videos and camera to record the performing pictures of the medium in video.

OUTCOME

According to the outcome, it was found as this follows:

Acting as a tool to express power of medium

The researcher has noticed that “ghosts” on earth are either realistic or surrealistic or fantasy ghosts. The appearance of the ghosts will be at nighttime, which we will perceive them through direct or secondary experience from people’s telling. Another way in which they appear is through what we called “medium”. At present, mediums are increasingly coming into sight on social media, but we cannot tell if they have been dwelled by ghosts or gods, or not. The thing that they have in common is surrealism, beyond the expression by ordinary people. This is, in part, due to the wish to make it different between gods or ghosts and humans, so there is a difference in their expressions. The expression of the mediums has an objective to get across the meanings, wishes, emotions, and different personalities, which might finally bring to themselves the power.

If we apply the theory of Michel Foucault to the expression of power by mediums, the findings are as follows.

1) Tool of power expression

Normally, acting is the tool used by people to communicate thoughts, emotions, and feelings. But in this research, mediums use the acting as a tool to express power on the others.

1.1 The power expression through verbal languages

Means the power express through speeches which can be categorized into general words, repeatedly pronounced words used among mediums, and identity words. This can be detailed as follows

1.1.1 General words

The words repeatedly pronounced by mediums, which are known as mantras, similar those in Indian and are used in several rituals. This can create the beliefs in the mediums, as from Indian characters. As they would lose the credibility, if they carried out in Thai, which, in turn, forces them to use languages other than those communicated in daily life. And if the words sound meaningless, it signifies the deity, creating the common emotions more easily.

1.1.2 Identity words to create uniqueness

From the samples, including the medium of Goddess Sri Maha Uma Devi in Chonburi, it was found that the use of “Ong Nai”, a god dwelling in the mediums, is a way to express the special status. After the ritual is finished, the mediums will ask the attendees “how are you, sons or daughters?”. The power that comes with the word “goddess” and the use of the words “sons or daughters” will make the attendees feel protected and cared for. The most frequently used questions are “can you feel the power?” and “how do you feel when you have you received my power?”. The words, “relieved” and “power received” are widely found as rhetoric to make attendees feel better as if there were a mother repelling bad things and boosting positive energy.

Besides, when an attendee answered the medium’s questions in a positive way, others would follow the path by repeating the same words, which were recorded on video and went viral on social media. If the mediums act such way, “Group think” will influence the attendees and bring about the common reactions. This can be classified as a persuasion technique which can finally make people believe.

1.2 The power expression through non-verbal languages

This can be thought of as vertical power usage. That is to say, the mediums as a deity can repel bad things or give a blessing. Non-verbal languages can be characterized as follows,

1.2.1 face

The mediums of Goddess Sri Maha Uma Devi often shows emotionless facial expression, but they will express a smiling face to differentiate what is before and after the ritual to reflect the different levels of powers in gods and just humans.

1.2.2 sights

The mediums will yield a friendly eyes. They would be dressed up to look like an Indian. Such looks will give attendees the sense of warmth, and protection, as given by mothers, making attendees believe more easily.

1.2.3 posture

The mediums will dance in Indian style with speeches as part of “Nadharaj” rituals to obtain the powers from “Ong Nai” by attendees. In addition to this, there is a hand coordination with the mediums to directly obtain powers to make it more intimate and experience body-to-body feeling in the same way as gods pointed finger to touch men.

The postures used by the mediums are both positive and negative. More often, they prefer positive postures, like smiling, extending powers, opening hands, but there are negative ones also as hands shutting mouth or feet shutting attendee’s mouth, which can be interpreted as impediments.

1.2.4 area in both positions and levels

The mediums often stand or sit at the ending position to give the attendees the farthest sight. And the position of the chairs are always above the attendees to reflect superiority.

The medium of the Goddess Sri Maha Uma Devi in Chonburi often sits in the luxurious sofa with red velvet and gold decorations, which gives the sense of luxury, power, and beauty. At the back was decorated with the Buddha’s image and goddess. The use of symbols enhances the deity status for themselves when the attendees look towards the bed.

1.2.5 distance

The mediums usually use intimate social distance to reiterate the mercy of the mother.

1.2.6 sound

More often, the mediums use musical instruments called “Trae” like horns and “Ranard” like xylophone to build the sacredness. The medium of Goddess Sri Maha Uma Devi in Chonburi uses trae as a way to create sacredness and Indian songs in the dancing rituals to obtain power as a way of entertaining to feel released and be into the roles of participants while in rituals.

1.2.7 objects

The mediums mostly use flowers for lucks and belief that The life will be more better when offering such beautiful things. The medium of goddess Sri Maha Uma Devi in Chonburi often uses the tray with pedestal, made from banana leaves, with lotus on the top, and tosses the Marigold’s petals. for luck and prosperity. Pouring the holy water and milk is believed to be a way to obtain the power. Most of the famous mediums coming from India will use milk in rituals.

Besides, in the rituals, the mediums will use wireless microphones to recite and confirm the ritual’s procedures. The combination of belief and technology could decrease the credibility among attendees. But surrealism makes anything possible. The attendees need to dress up in traditional Indian style in order to participate in the rituals. The dressing up process helps facilitate the role performance. In rituals of high importance, there will be a red carpet on the floor as a walking path of the mediums. A big wand and head decorations, all are to enhance the deity status which is far different from the ordinary people.

Considering the three levels of aims in drama, we will find that at the fundamental level which is about entertaining, the mediums have reached this target, whether in terms of clothes, music, dancing, and rituals. On the higher level which is cognitive, we will notice that at the end of the ritual comes the teachings

in Buddhism. The highest aim is catharsis as can be noticed from the questions like “did you obtain power?” or “did you feel relieved?” to induce positive cognition in participants.

2)The ways of power expression

As the mediums use facebook to manifest miracles, we will often find that they exert the power through two channels which are direct and those seeking power from the mediums. The latter need to queue up to make an appointment, so they can perform the ritual. The facebook will be utilized with the attendees directly and indirectly by downloading clips to persuade people to believe in miracles and see the good in the rituals

As for the opponents, they are dismissed by the mediums and the latter advise those followers to proceed with good deeds, however The facebook is still in use to broadcast the rituals.

3)Outcome of using the power

There are those who believe in superstitions and follow whatever the mediums need. In the fan page, there will be followers as friends. And those who do not believe in such things will think of them as ridiculous and deceptive.

In conclusion, the acting is a tool to enhance the credibility in the mediums carrying out the rituals so as to increase the communication power and order the attendees to follow the procedures more easily.

Normally, the mediums perform in different ways, but the medium of the Goddess Sri Maha Uma Devi in Chonburi, who is very famous currently, will express in more merciful way when compared with others often expressing ferociously. This medium stresses the positive energy to make the attendees follow more easily. But in the rituals of high importance, the elements are quite complete in terms of performance, acting, dancing, reciting, melodies, changing clothes, and setting, all of which are matching and making the beliefs stronger.

The suggestions would be developing the skills in expression to be more realistic, as more varieties of speeches and facial expressions to meet the aims of the rituals and an increase in vibrant voice by the mediums to reduce the use of loud speakers which will decrease the beliefs in the deity dwelling in the mediums.

ACKNOWLEDGEMENT

This research was conducted under the policy of Suan Sunandra Rajabhat University in promoting and enhancing the faculty member’s potential in term of research. The budget was allocated through the Research and development Institute and granted to researcher qualified. The researcher wished to thank all bodies concerned for your kind consideration.

REFERENCES

- [1] Chutima Maneewattana. (2007). *Teaching Document of Directing*. Suansunandha Rajabhat University.
- [2] Treedeaw Aphaiwong (2007). *Acting*, Nopphamat Waewhong, Review of Dramatic Arts (Page 87-104). Bangkok : Department of Dramatic Arts , Faculty of Arts , Chulalongkorn University.
- [3] Theerayut Boonmee. (2008). *Michel Foucault*. Bangkok: Wiphasa Publishing.
- [4] Sodsai Phanthumkomon. (1988). *Teaching Document of Review in Dramatic Arts*. Bangkok: Faculty of Arts , Chulalongkorn University.