

The role of leaders in political communication affecting the solution
of the three southern border provinces

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Abstract

This research is to study the context of the three southern border provinces and the process. Political communication The role of leaders in political communication. The problems affecting the 3 southern border provinces. Between 2002 and 2007, the qualitative research model was used to review the literature. Synthesis and analysis revealed that the problems of the three southern border provinces are as follows. 1) economic problems 2) Social aspects are the performance of inefficient government officials. Discrimination 3) National Security Policy Problems in the Southern Border Provinces Because the southern border has a different social structure than the other, the process of political communication, the role of leaders in political communication. The problems affecting the 3 southern border provinces. Between 2002 and 1960, the solution to the three southern border provinces The Prime Minister, during the period from 2002 to 1960, found that there were seven prime ministers in the administration at that time, including Lieutenant Colonel Thaksin Shinawatra, General Surayud Chulanont, Mr. Abhisit. Ms. Vatcha Chewwat, Miss. Yingluck Shinawatra, General Prayut Chansaacha, a prominent role in political communication on the solution to the problems in the three southern border provinces is the Thousand Thaksin Shinawatra

Keywords : The role of leaders/ political communication /solution of the three southern border provinces

Introduction

Unsettled In the southern border provinces, there are many voices that should be heard from the people in the area. To get insights. It also creates a good relationship between "State officials" and "people" in the three southern border provinces of Thailand have many problems in terms of bombing, shooting, killing each other, the victims of the said actions. I have both the staff and the public. And to burn schools. This problem has been called a terrorist attack by a group of thieves, who are seen as hoping to separate the territory. But with the facts, 3 southern provinces of Thailand are peaceful. Everyone is together peacefully, although there may be some conflicts, but it can be mediated or resolved. But nowadays, we see that the problems that are happening are going to intensify, and the reality of these actions is that we cannot know them in these three provinces. It is diverse in both lifestyle and culture. Before the problem like today. In this way is the discovery of education. To understand the basic problems of Pattani, Yala, Narathiwat. " The result is that most people agree that some government policies are

unsuccessful and that they need to be resolved continually. There are three main issues that remain a problem in the area and should be addressed in an accelerated manner. 1) government officials; 2) education; 3) agricultural output; poverty;

In the history of Pattani, the concept of the prototype of the government is similar to the state system of America. It is not used to use only 3 provinces, but all provinces are better. To appoint a person who has full authority to govern in three provinces, Pattani, Yala, Narathiwat to have the power to release, suspend or transfer of government officials. This person must be born in one of the provinces of the three provinces may be elected governor of the United States has the power of the Governor of the United States. Use the election system. The only people in the area. Have full authority to appoint the men in the mulle. It is a concept that has been raised and discussed. Some diseases in the local people better known than Bangkok. The police and the military have to be centered, but the soldiers who are stationed in the area are really only people. It is morale. People in the area also want to protect

their homeland as well. Even with the use of Malay and Thai as the official language, when entering the AEC, it can be contacted. Malaysia. Malay is needed in that area. At least it was with the Malaysian. The Malay language is the language of instruction in elementary schools. The same reason, but should teach Thai and English as well. Language education is a very important part of the Thai language. Malay (Bahasa Indonesia, Bahasa Indonesia), English, Chinese, Japanese, etc. Describe the sequence of problems. Root of the problem And the concept and the need to solve the problem in these three provinces.

Political communication occurs. It is another matter that is important in extending and suppressing problems, not all but one degree of relief. The development of the communication system influences the political system because communication with politics is closely related. Science and practice Political developments in democracies have progressed alongside technological developments. Including the development of knowledge, understanding and participation in the politics of the people. As a result, communication is more complex and more important. It can be said that almost all political behavior. In particular, in the democratic

state, progress has been made to be more or less related to communication. Communication has been used as a political tool or mechanism since the past. It plays an important role in conveying and extending the ideas and political ideals from the parents to the people for propaganda purposes, and to encourage people to enjoy the popularity. Faith, confidence and loyalty to the parents lead to the development of knowledge and ideas about the subject. "Political communication" even though in the past there are technological limitations that are not equal to the present. The purpose is to convey the news and political knowledge. In addition, the political instability is propagated. (Surapong Sathanasathien, 1999, p. 26-27)

Conquest Lichitkitkit (Source
<https://thaksin.wordpress.com>) discusses leaders in political communication that affect the administration, such as heroism and quotes (former Thaksin Shinawatra). Unrest "These guys are spooks" (Southern issue) after the incident. There are many critics and questions about the Prime Minister's words. Thaksin, the unrest in the south, was caused by "robbery", because four gun robberies after 2001 were 33 guns from Banglang National Park, Than To and Bannangsa, Yala. On June 20, 2002, a 19-

pounder robbery from Thaksin's unit at Thanarat District, Yala, on April 28, 2003, a 13-gun plunder from Thaksin's 12th unit. Narathiwat On 28 April 2546, and the robbery of guns from the 4th Battalion Royal Narathiwat camp or the beach.

Research Objectives

1. To study the context of the problems in the three southern border provinces.

2. To study the process. Political communication The role of leaders in political communication. The problems affecting the 3 southern border provinces. During the year 2002-2017

Literary review

Trait Theories the tasks of leadership include the need for 9 tasks, namely, the targeting of the group, the norms and values of the group, the creation and use of motives, the management, the ability to act, the ability to explain, the representation of Group Represents the symbol of the group And have creative ideas. The first stage of leadership education began in the years 1930-1940. The concept was derived from Greatman Theory of Leadership of ancient Greek and Roman. Have faith Leadership is born naturally or by birth. It

cannot be changed but can be developed. Leadership is good and high performance is composed of. Ingenuity A personality that represents leadership and must be capable. Leaders in this era include: Napoleon Hitler King Ramkhamhaeng the Great King Naresuan the Great King Taksin the Great.

Political communication

Communication is a science that has a broad and comprehensive meaning in human life. This is one human behavior. To keep in contact between one person to another. It's not just language. Communication also means conveying the message from one place to another, meaningful, inclusive of the messenger, to induce the mind and to share understanding. David A. Berlo 1960, p. 7; Jurgen Ruesch and Gregory Bateson 1961; p. 256; Wilber Schramm, p. , 1973, p. 13). "Communication" refers to the process of transmitting a message (Message) from the Sender to the receiver. Receiver through the channel to share the meaning of the story. Communication is an important element: the communicator, the communication channel, and the receiver, which cannot be separated from each other. have It will not complete the component and will not be considered as an

instant communication system. This communication element. It is a process that takes place in everyday life of every human being. To illustrate the various behaviors, including feelings. And the human understanding is much more (Thanyanun Chanongpol, 2560, p. 15). There are several basic components of human communication. Berlo's SMCR model is composed of S (source or sender), M (message), C channel is the communication channel, R (receiver) is the receiver, which in the case of the source (s) must have the skills to communicate. "Encode" the content (Berlo, 1960)

Communication strategies of the government in the era. Dictatorship and democracy are different. The point of the authoritarian government is to have special legal authority to control substance. In the hope of ideology. While not being able to tell the real goal. The communication of this kind of government was seen as unclear. Unlike the democratic government. The goal is to popularize. To win the election, therefore. The strategy of government communication is to bring the strengths of the regime at that moment into strategy. Comparable to the sale of goods, the democratic government will try to

convince the advantages of the product to people want to buy voluntarily. While the dictatorial government would overwhelm the goods, both enforced and subdued (Root Chote, 2560)

Research Methodology

This study Use qualitative research methodology. Qualitative research is based on document research. Content analysis uses content analysis. Purposive is the role of leaders in political communication affecting the solution of the three border provinces. During the period of 2002–2007, the study was conducted through political context, from the study of academic papers, interviews and news, as well as the content of the research paper. Introduction to political communication affecting the 3-province problem solving based on the SMCR model under the leadership theory framework. Political communication Content scope This study investigates the origins and origins of the context of the three southern border provinces. Political communication The role of leaders in political communication. The problems affecting the 3 southern border provinces. During the years 2002–2007, the description analysis approach was used.

The concept of research.



Research result

1. Context of the Problems in the Three Southern Border Provinces According to studies, it has been found that

From this research discovered. Context and consistency with current situation. The problem is spatial. Governments of all ages are particularly focused on the southern border provinces. Due to the geographic distances from the Central Administration Center It is also adjacent to neighboring countries with similar cultures. The social, religious and cultural unique. The image of the area is unsettled. The problem is sensitive. Complexity in social, psychological, economic, political, administration,

especially in the absence of understanding and suspicion in the relationship between government officials. With the public (Center for Southern Border Provinces Administration, 2013)

Can be summarized as follows.

1) economic problems The problem of agricultural production is sluggish. In addition, there is a need to accelerate the expansion of the Special Economic Zone in this region. Because it is a big problem that pushes. The unrest is growing. Because the stomach is not full. Struggle for unrighteousness can happen. State policy issues do not match local conditions. I want to have a public forum to listen to the problems of the people.

2) The social aspect is the performance of inefficient government officials. Discrimination and misbehavior for the people. The villagers want the staff to be aware of their duty to serve the people. Neutralize And people can check the work of government officials. The problem of basic education management is not standard. And lack of opportunity to study undergraduate. The villagers want people in the southern provinces to be well educated and qualified. There are many social effects. The

lack of access to, understanding and development that is contrary to the culture of the people in the area. It is a catalyst for the people in the area to go to the public more and more, so building power in the area of friends. The problem is not resolved. If the government is such a long time, the situation has drawn a group of people in the dark. Walk the game against the government. In the form where the security forces stood in the light and the insurgents were standing in the dark.

3) Problems in national security policy regarding southern border provinces. The problem here is below normal. This is a special area because the southern border has a different social structure. The problem in the southern border provinces is not a single problem, but it is a problem of many problems. In the policy view, the unlocker is the relationship between the authorities. With the foundation. And how should the staff walk? This will be unlocked. The relationship between the public and the state. State policy should pay attention to educating people at all levels. The problem of insecurity in life and property of the people. Problem solving by looking at the

symptoms and phenomena of the problem, but not research, analysis, research, find the cause of the problem. The solution is not successful. As it appeared over the past 50 years, it led to the accumulation of problems. Sometimes there is a counter-reaction, and indirectly, the underlying problem is ignored and new problems are created. Difficult to fix. The villagers proposed that the media provide accurate information. State officials must understand the 3 southern border provinces. Be sincere in solving problems. Build a strong community. And reduce the local influence associated with state and local politics.

Hood (1976) discusses the analysis of Thai lessons. Related Beneficiaries and influential groups of the separatist movement. And the illegal trade, such as illegal drugs, drugs. (Office of the Secretary of the House of Representatives, 2004, 3). The state does not dare to deal with politicians related to the insurgency in the three southern border provinces. According to the results of the National Defense College students (Suchart Stametpitakkul, 2017)

2. The process of political communication, the role of leaders in political communication. The problems affecting the 3 southern border provinces. During the years 2002–2007, it was found that

The study found that the policy recommendations of the researcher to help solve the problems of the three southern border provinces succeed. It is stated in Article 8) The solution to the problems in the three southern border provinces. In the communication process at all levels. From policy level to policy implementation. And public service levels. To suit the context in the area. In addition, the results of the study were as follows. Clause (5.2) states that Leadership is the key to successful projects. Which community has strong leadership, virtue, volunteerism, dedication to the people, real benefits. No self- interest The area will develop very quickly. The villagers believe in good cooperation. During the years 2002–2007, a total of 15 years, political leaders. There are similar urban communication styles, but different time and communication can be separated.

1) Prime Minister Thaksin Shinawatra 1st February 2001 9 February 2001 – 11 March 2005 Second session 11 March 2005 – 19 September 2006 Political communication The role of leaders in political communication The problems affecting the 3 southern border provinces. An eye for the eye and focus on the use of authority through the police. And the use of different measures to control the investigation, such as litigation and management. A terrorist group formed at a mosque in the back of the massacre. In the Holy Land This role is characterized by rapid political success. But the direction of the operation was not as successful as it should be.

2) Prime Minister of Thailand, 24, General Surayud Chulanont, 1st term, from October 1, 2006 to January 29, 2008, has political communication, the role of leaders in political communication. The problems affecting the 3 southern border provinces. Deep depression Will be more comfortable to solve problems. It is a leader of the revolutionary movement. The National Security Council or the NCC is moving in a gradual manner. The people around me are "sorry" to the problem that he

himself is not the cause. But it is responsible for stepping up the country. And aim to extinguish the fire in the harsh land of the ax. And the solution to the problem of southern borders in his own time has created a number of important phenomena and turning points, especially the attempt to open dialogue with the different minds of statesmen who are moving abroad. The revival of the Southern Border Provinces Administration Center or the BOT. To be an organization of the people. After being dissolved from the government. Police Lieutenant Thaksin Shinawatra made that speech or speech. General Surayud The issue of Southern Border is important and always welcome (Source <https://www.isranews.org/content-page/67>, August 10, 2061)

3) The 25th Prime Minister of Thailand, Mr. Sunthornvej, has served in the first term since January 29, 2008 – September 9, 2008. Political communication is the role of leaders in political communication. Mr. Samak Sundaravej, Prime Minister and Minister of Defense said that the government insisted that the unrest in the southern border provinces was a domestic problem, while 2 out of 6 groups

This is involved. Trying to move abroad This problem has been raised internationally. They are gathering in Geneva. Switzerland I want the government to open talks. It is not acceptable to the Thai government. "

Broader communication is a contextual problem that can be solved by international cooperation and other elements.
<https://www.ryt9.com/s/iq01/332243color.aspx>
August 10, 2061)

4) The 26 th Prime Minister of Thailand, Mr. Somchai Wongsawat. 1 Starting from September 18, 2008 – December 2, 2008 No Political Communication Political role of leaders in political communication The problems affecting the 3 southern border provinces. It has a short term and The problem with other solutions.

5) The 27th Prime Minister, Abhisit Vejjajiva, has been in office for the first time since December 17, 2008 – August 5, 2011. He said that during the year 2002, when the policy changes, It is not intended to cause problems escalate. But it was a mistake that led to a worse situation. I have to aggravate the problem escalate. Speaking at the closing

ceremony. "Politics must bring the military: the direction of solving the southern problem to sustainability" on June 30, 2009, and also stressed that the solution must be patient. Be confident in the guidelines. If we believe in justice Opportunity By the political mechanism. This commitment to the various agencies to practice, we have to tolerate and take time.

6) The Prime Minister of Thailand, 28, Yingluck Shinawatra, the first term of office from August 5, 2011 – May 7, 2557. Even though the violence in the southern border provinces It will continue to occur throughout the 1 year under the management of. PM Yingluck Shinawatra Prime Minister, but Sri Sompob Chitipirisri Director of the Southern Surveillance Center Songkla Nakarin said that the policy of solving the unrest of this government began to be more concrete, especially politics, leading the military. But there is a gap in the subject.

Conclusion Problem Solving 3 Southern Border Provinces The Prime Minister, during the period from 2002 to 1960, found that there were seven prime ministers in the administration at that time, including Lieutenant

Colonel Thaksin Shinawatra, General Surayud Chulanont, Mr. Abhisit. Vejjajiva, Mr. Samak Sundaravej, Somchai Wongsawat, Miss Yingluck Shinawatra, General Prayut Chanchan

The prominent role of political communication in solving the problems of the three southern border provinces, such as the massacre of Thaksin Shinawatra, has been the most intense and continuous period of violence to this day. It is invasive to more than 3 provinces and solved the problem harshly. And the police play a key role in solving the problem in the year 2017. General Government Prayut Chan Ocha solve the unrest in the 3 southern border provinces. The past government. The NCB tried several strategies to solve the problem. One of them is Sign appoint Special Representative of the Committee for Strategic and Strategic Response to Southern Border Provinces Disarmament The Prime Minister, UDDD, was convened by the Defense Minister.

Along with roadmap submission Solve the problem south of General Prawit Wongsuwan Deputy Prime Minister and Defense Minister

All text media In the view of the historian It is very important to focus on the

media because of the distorted historical media. May be the cause of conflict in the area. Politicians are important in communicating with the target population. Go out to the public Must hold the facts. Should not be communicated to increase conflict in the area, especially the peace talks policy must be disclosed to the public. The view of the viewer is different from the Thai state that the agency involved in solving problems in the three southern border provinces. Should appoint people in the Muslim area. The position of the relevant agencies in the area to talk to people in the area. And government information. The public must be accurate. Islamic leaders focus on social aspects. To understand each other. All religions in the area Coexistence The emphasis is on communicating in each of the different religions. Communicate to the public. Living in multicultural society To create a good image. The Islamic society is more understanding.

Conclusion and Benefits

1. Context of the Problems in the Three Southern Border Provinces The problem of economic and social security. The result is a pledge to understand the problem and make all

parties solve the problem together. The development plan, such as recognition of what the villagers in the area do anything. To find a way to help them. To be free from persecution.

2. The process of political communication, the role of leaders in political communication. The problems affecting the 3 southern border provinces. Between 2002 and 1960, it was found that each leader had different patterns and processes in planning and solving problems. But the same goal, success and aggression are different. The benefits will lead to the removal of lessons and understanding the problem. In order for the relevant agencies to bring the information to the planning. And policy At national level

Discussion of research results.

1. Context of the Problems in the Three Southern Border Provinces The study found that the problems can be summarized as follows.

1.1. Economic problems Expansion of the Special Economic Zone in the region should be accelerated. State policy issues do not match local conditions. I want to have a public forum to listen to the problems of the people.

1.2. Social performance of government officials is ineffective. Discrimination and misbehavior for the people. In other words, the insurgency in the three southern border provinces In this study, we investigated the relationship between identity and identity (La Free, et al., 2006) and the inappropriate behaviors of government officials working in the area. Do not disclose the information of the government to the public. Distort information Or not fully disclosed (Public Relations Department, 6.2555)

1.3. Problems in national security policy regarding border provinces. The problem here is below normal. This is a special area because the southern border has a different social structure. Problem solving by looking at the symptoms and phenomena of the problem, but not research, analysis, research, find the cause of the problem. The solution was not successful. That's the way it is. Insurgency in 3 Southern Border Provinces It is a phenomenon that reflects the people in the area that hold their identity. His racial, religious, cultural and lifestyle conflicts are a condition of unrest.

Because of lack of liquor Be discriminated And do not get justice for a long time. Failure to implement the policy is harsh. And the practice of some state officials who still respond violently. Including excessive use of power.

2. The process of political communication, the role of leaders in political communication. The problems affecting the 3 southern border provinces. During the years 2002-2007, it was found that

Leadership is the key to successful projects. Which community has strong leadership, virtue, volunteerism, dedication to the people, real benefits. No self- interest The area will develop very quickly. The villagers believe in good cooperation. During the years 2002-2007, a total of 15 years, political leaders. There are similar urban communication styles, but different time and communication.

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Sundaravej, Somchai Wongsawat, Miss Yingluck

Shinawatra, General Prayut Chan chan

Political communication The role of leaders in the role of social intermediaries appears in the history page. In particular, Islamic groups have a different role to play, which can be imitated by legitimate states in the civil society. And not under the control of the government in terms of its role in determining the quality of society, and to prevent the government interfering or linking it (Sara Roy, (2011, p. 55). 3 southern provinces. The development of education will help the young generation get to know the rules. Law of the land Do not hit the staff. And bad servants deceive. And persecute

Suggestion

1. Who is the leader? The management must be cautious and aware of political communication as it will have a broad impact on the spread of the problems of the three southern border provinces that may be expanding. It should be open minded and true to the solution, ready to cooperate with all parties, especially to involve religious leaders.

In the next study, more in-depth studies should be conducted by adding in-depth interviews and sub-panel discussions on all relevant parties, such as those affected. And academics Religious leaders, for example, seek common solution, which is a demand that is accepted and consistent with the real space.

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