

การวิเคราะห์เนื้อหาวิทยานิพนธ์ที่เกี่ยวข้องกับเกาหลีศึกษาในประเทศไทย ระหว่าง ค.ศ.1988-2009



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**A CONTENT ANALYSIS OF THESES RELATED TO KOREAN STUDIES IN
THAILAND DURING 1988-2009**



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ศูนย์วิทยทรัพยากร
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การวิจัยครั้งนี้มุ่งศึกษางานวิจัยเกี่ยวกับเรื่องเกาหลีศึกษาในประเทศไทยเพื่อให้ทราบถึงประเด็นความสนใจของนักศึกษาในระดับปริญญาโทและปริญญาตรีในรูปของวิทยานิพนธ์ ปริญญาโท ปริญญาตรี ภาคนิพนธ์และการค้นคว้าอิสระที่ได้จัดทำโดยนิสิตนักศึกษาในระดับบัณฑิตศึกษาในมหาวิทยาลัยทั้งของภาครัฐและเอกชนในประเทศไทยระหว่างปี ค.ศ. 1988-2009 เป็นจำนวน 15 สถาบัน วิธีการศึกษาเริ่มด้วยการศึกษาเอกสาร และรวบรวมวิทยานิพนธ์จากแหล่งต่าง ๆ แล้วนำมาวิเคราะห์เชิงปริมาณด้วย หาค่าความถี่ร้อยละ ในรูปของสารบัญญัตราจ จำแนกตามสถาบันและปีที่ทำสำเร็จ เนื้อหาสาระ สาขาวิชาที่เกี่ยวข้อง สรุปและอภิปรายผลของการวิจัยในรูปของการบรรยาย จากการวิเคราะห์ในเชิงปริมาณพบว่าจากจำนวน 90 เรื่อง มหาวิทยาลัยที่ผลิตวิทยานิพนธ์มากที่สุดคือ จุฬาลงกรณ์มหาวิทยาลัย โดยเรื่องที่นิยมศึกษากันมากที่สุดได้แก่ ความสัมพันธ์ระหว่างประเทศ กฎหมาย และ อิทธิพลของวัฒนธรรมเกาหลีต่อสังคมไทย และจากการวิเคราะห์งานวิจัยด้านคุณภาพผลการวิจัยพบว่า ความสนใจของนักศึกษาในระดับปริญญาโทและปริญญาตรีที่ศึกษาเกี่ยวข้องกับเกาหลีได้มีนิยามศึกษากันตามกระแสสมัยในแต่ละสมัยแต่เป็นการศึกษากันตามสภาพการณ์ที่เกิดขึ้นบนคาบสมุทรเกาหลีและได้ศึกษาต่อตามกันมา โดยเฉพาะอย่างยิ่งได้เข้ามาเกี่ยวข้องกับประเทศไทยและจากการวิเคราะห์พบว่าประเทศไทยมีความสัมพันธ์ใกล้ชิดกับเกาหลีได้มากกว่าเกาหลีเหนือ ความสัมพันธ์ระหว่างเกาหลีใต้และไทยจะเป็นไปในทางด้านการค้า-การลงทุน ด้านการท่องเที่ยวและด้านวัฒนธรรมองค์กร ด้านอิทธิพลของเกาหลีใต้ต่อสังคมไทยเป็น ไปในด้านของวัฒนธรรมที่เข้ามาเผยแพร่ในประเทศไทยหรือ ที่เรียกว่า คลื่นเกาหลี(Korean wave) ทำให้คนไทยเกิดพฤติกรรมและการเลียนแบบวัฒนธรรมของเกาหลีทั้งในด้านของการแต่งกาย อาหาร ภาษา ตลอดจนมีความต้องการที่จะไปท่องเที่ยวที่ประเทศเกาหลีใต้ แต่วัฒนธรรมเกาหลีใต้ที่มีอิทธิพลต่อสังคมไทยนั้นเป็นเพียงแค่วัฒนธรรมทางด้านความบันเทิง เช่น ละครซีรีส์และคารานักร้องของเกาหลีใต้ เป็นต้น แต่ในด้านของสินค้าหรือผลิตภัณฑ์จากประเทศเกาหลีใต้อาจยังไม่ทำให้คนไทยหันมานิยมบริโภคกันมากนักในช่วงระหว่างปีที่ศึกษา เพราะว่าคนไทยยังยึดติดกับคุณภาพและความพอใจจากสินค้าอื่น ก่อนหน้าที่ยี่ห้อของเกาหลีใต้เข้ามาและก่อกวนกับการใช้สื่อการตลาดของผลิตภัณฑ์เกาหลีใต้ที่เข้าถึงผู้บริโภคชาวไทยได้ไม่มากพอ เช่น เครื่องเสียง และเครื่องสำอางค์.

สาขาวิชา.....เกาหลีศึกษา..... ลายมือชื่อนิสิต..... 

ปีการศึกษา.....2553.....ลายมือชื่อ อ.ที่ปริกษาวิทยานิพนธ์หลัก..... 

ลายมือชื่อ อ.ที่ปริกษาวิทยานิพนธ์ร่วม..... 

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KEYWORDS : CONTENT ANALYSIS / THESES / KOREAN STUDIES

PHANWIPHA CHOMPHUNGAM : A CONTENT ANALYSIS OF THESES
RELATED TO KOREAN STUDIES IN THAILAND DURING 1988-2009. THESIS
ADVISOR : ASSOCIATE PROFESSOR BUDDHAGARN RUTCHATORN, Ph.D.,
THESIS CO-ADVISOR : WICHIAN INTASI, Ph.D., 144 pp.

The objectives of this research was to study the interest of graduated students theses related to Korean Studies in Thailand in forms of Thesis , graduated Thesis , thematic of paper ,term paper and independent study of the graduate students. The studied theses are from both public and private universities in Thailand during 1988-2009 from 15 universities. The research methodology is to study the documents and to collect the theses from various sources. The data were then analyzed in terms of frequency distribution and percentage in form of tables; categorized by the academic institutions and the year of research, fields of study, the content, summary, and the findings of research. The quantitative study found that from 90 issues, most theses were published by Chulalongkorn University. The research topic mainly focuses on the international relations, law, and the influence of Korean culture to the Thai's society. The qualitative research showed that the graduate students studying Korean Studies in Thailand did not only because the Korean trend, but they studied of the situations relate to Korea, especially the ones that Thailand has been involved with. The students linked these situations with the knowledge of their own fields of study .From the analysis yielded that Thailand has closer relationship with South Korea more than with North Korea, especially in terms of trade-investment, tourism, and culture. With the Korean entertainment culture, it is known as Korean wave that influencing over the Thai's society for example, Korean series, and Korean Stars. This has caused the imitating behavior among Thai people such as costume fashion. Moreover, this helps spread the Korean food and Korean language to be more well-known including the desire to travel in South Korea. On contrary, for the South Korean products were not as popular as expected during the year of study compared to the culture in Thailand. It is because of the quality and the satisfaction of the previous products with the use of inappropriate marketing media of Korean products. Thus, it was unable to reach many of Thai consumers, electroacoutics and cosmetics products in particular.

Field of Study : Korean Studies

Academic Year : 2010

Student's Signature

Advisor's Signature

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 จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER I

INTRODUCTION

STATEMENT OF THE PROBLEM AND ITS SIGNIFICANCE

The Korean Wave known as Hallyu is the trend of the Korean pop culture came from movies, drama series, songs, and Korean entertainers. In 1999, the Korean movie called “Shiri” is the first movie that was successful outside Korea. This movie was shown in Japan, Hong Kong, Singapore, and Taiwan. This is the first step of Korean movie and Korean Wave in Asian entertainment. Since then, South Korea continuously released other movies, which were successful such as JSA, Friend, Silmido, and Taegukgi. Korean Wave is also from drama series. The popular ones are Wish Upon a Star, Autumn in My Heart, Winter Love Song, Daejang Keum, Full House, Princess Hour. The factors leading the success of Korean visual entertainment are the content, the beautiful landscapes shot in movies, and the actors.¹

In recent years, the Korean culture known as Korean wave flows into Thailand very much. Most Thai people have watched Korean movies and films continually as well as computer games and the Korean singers whom have been very welcomed by Thai teenagers.² From the current stated situation, it influences Thai people to learn more about Korean culture

¹ วไลลักษณ์ น้อยพยัคฆ์ การท่องเที่ยวแห่งประเทศไทย, จุดกำเนิดกระแสเกาหลี [ออนไลน์], 21 มิถุนายน 2552. แหล่งที่มา <http://www.kodhit.com/~korea>

² ดำรง ฐานดี. กำเนิดชนชาติเกาหลี. วารสารรามคำแหง (มกราคม-มีนาคม 2550) 1: 249

Many people may think that people are interested in the study of Korean in various fields such as language, culture, society only for a short period. In fact, the contents of Korea have linked with Thai education over two decades as inserted into the social, humanities and history class.³

In the academic aspect, the academic interest about Korea had not outspread in the decade 1950-1970. The textbook for the high school and the university levels contained the contents about Korea very few. This is due to the main interest at that time which mainly focuses on China and Japan. However, after the economic success of South Korea to develop itself into the newly industry country in 1980s, the study began to focus more on Korea in history, social, culture, economy, and language.⁴

With the attention of those mentioned, led to many universities of Thailand have programs on Korean language in bachelor's degree as its recent situations on Korean Studies. In 2000, Burapha University is the first university that ran the program while Prince of Songkla University, Pattani campus began in 2001(B.E.2544) (But in 1986(2529), Prince of Songkla University, Pattani campus became the first place to bid Korean language as an elective subject. Then, Chulalongkorn University followed in 1991 (B.E.2534) and Burapha University in 1995(B.E.2538). From the second half of 1990's ,the rest began offering the language as elective subjects are Srinakharinwirot University, Thammasat University, Naresuan University, Ramkhamhaeng University, Mahasarakham University , Silapakorn University ,and Prince of Songkla University , Phuket campus, including some of Rajabhat Institutes, have offered courses in Korean language, which that gained the support from

³ วัฒนธรรมชัย ชะนินทร (Positioning Magazine). เกาหลีศึกษา เทรนด์ตะวันออกยอดฮิต. [ออนไลน์], 8 กุมภาพันธ์ 2549. แหล่งที่มา <http://www.positioningmag.com/Magazine/PrintNews.aspx?id=45469.positioning>

⁴ Damrong Thandee, "Current State of Korean Studies," Thailand: Ramkhamhaeng University Magazine Academic 2 (April-June 2005): 1-2.

KOICA (Korea International Cooperation Agency) in terms of teaching stuffs such as Rajabhat Nakorn Pathom (1993-1999)(B.E.2536-B.E.2542), Chandrakasem (1994-1998)(B.E.2537-B.E.2541), Chiang Mai (1995-1999)(B.E.2538-B.E.2542), Chiang Rai (1996-1998)(B.E.2539-B.E.2541), Lampang(1996-1998)(B.E.2539-B.E.2541), Suan Dusit(1997-1999)(B.E.2540-B.E.2542), and Ubol Ratchatani (1996-1998)(B.E.2539-B.E.2541).However, when KOICA stopped providing the Korean language instructor , All of Those institutes have no longer attached course in classes.⁵

Today, Korean Studies are contained into the curriculum of higher education in Thailand. The researcher will give an example of syllabus in some universities such as Chulalongkorn University, Thammasat University, Srinakharinwirot University, and Prince of Songkla University. These universities have been teaching all about Korean society concerning in social field. The subjects, which have been taught in the universities mentioned above, are related to social, economic, political, and historical field.

The details about courses about Korea taught in the universities in Thailand are shown as follow. In terms of the courses taught by faculty, there are Liberal Arts, Political science, and Humanities.

1. Chulalongkorn University, The Faculty of Arts, History major offered courses that related the contents of Korea as below:

China, Japan, Korea from Ancient Times to the Nineteenth Century

To study about political and socio-economic transformations of China, Japan and Korea from ancient times to the nineteenth century.

China, Japan, and Korea in the Twentieth Century

To study about the changes in the politics, economy, society, and foreign policies of China, Japan, and Korea from the beginning of the twentieth century.

⁵ Ibid, p.p10, 13-15.

Social History of China, Japan, and Korea

To study about social development in China, Japan and Korea from ancient times to the present, with special emphasis on social changes and the forces behind them; changes in social structure, ideas, beliefs as well as significant social institutions.

Korea after the Second World War

To study about separation of Korea into two nation states: Republic of Korea and Democratic People's Republic of Korea; Korean War; development of politics, economy, society, and foreign policy of the new nations from the end of the Second World War to the present.

Women and Men in Asian Societies

To study about concepts of sex and gender and sex roles in Asian societies; relationship between women and men in historical and cultural contexts; feminist movements.⁶

2. Thammasat University, The Faculty of Arts, History major offered courses related to the Korean contents as below.

History of Modern East Asia , East Asia art history, History of the Asean countries, History of the newly industrialized countries in Asia, Modern History of International Relations in Asia, Special topic in East Asian history.⁷

3. Srinakharinwirot University, The Faculty of Social Science, History major offered courses related to the Korean contents as below.

History of East Asia

To study the major events and changes in political, economic, social, education, philosophy, and foreign affair of China, Japan and Korea. To focus on the protestation

⁶ Faculty of Arts Chulalongkorn University, **Bachelor of Arts in history** [Online], 2008.
Available from: <http://www.arts.chula.ac.th/~history/downloads/Bachelor08.doc>.

⁷ Faculty of Liberal Arts Thammasat University, **Bachelor of Arts in History** [Online], 2010.
Available from <http://www.tu.ac.th/org/arts/history/cur.html>

of the influence of Western countries and how it brings the countries to the new era; critical role in this region today.

Prominent figures in Asian history are to study the history, the role, the idea of the prominent persons, who were a cause of various changes in Asian history from ancient times to the present.

Reading in East Asia history is to study and analyze problems and effects from the historical documents in the case of East Asia that have affected until today.⁸

4. Prince of Songkla University; The Faculty of Arts, Korean language major offered courses related to the Korean contents as below.

Korean society and culture, Korean phonetics, History of Literature, Contemporary Korean literature, Korean prose, Korean poetry, Korean language and culture, Korean drama , Korean history and Korean economy.⁹

For the theses of Chulalongkorn University's graduate program relating to the Korean Studies found that most of the educators were under the various faculties such as **Political Science**, which most of the study concerned about North Korea's nuclear problem, the establishment of diplomatic relations between China and South Korea in 1992, the problem of Korean reunification (1987-1990)(B.E.2530-B.E.2533), China's role in nuclear crisis on the Korean peninsula (1992-2006)(B.E.2535-B.E.2549), the point of North Korea nuclear development problem related to China and the United states' relationship. **Communication**, most of the studies in this field are about the current Korean culture that flows into Thailand such as public relations strategic

⁸ Department of history Faculty of Social Science Srinakharinwirot University, **Bachelor of Arts Program in History** [Online], 2009. Available from http://supreme.swu.ac.th/register/curriculum/curriculum_menu.php?hidPageSeq=0

⁹ Faculty of Humanities and Social Science Prince of Songkla University, **Bachelor of Arts program (Korean)** [Online], 1991. Available from <http://huso.pn.psu.ac.th/>

planning progress of Korean transnational companies in Thailand, Korean singers maniac among Thai teenagers, public relations approach in promoting Korea's images to television drama "A jewel in the palace", the attributes of Asian popular television drama: the case of Japanese, Taiwanese and Korean dramas in Thai television, Korean singers and Korean wave as experienced by Thai fan clubs.

As for the number of theses on above mentioned, It showed the increasing of the different attention in Korean Studies of the graduate students in Thailand.

From the statement of professor. Dr Damrong Thandee, serves as the director of Korean Studies, Ramkhamhaeng University state that

"The economic development has been the major topic discussed among Thai scholars, whereas the general knowledge of culture, society, history, science and technology, as well as sports, is discussed among general Thai people. The Korean War has never been forgotten by Thai people, who support the Korean unification."

"The new millennium is a sharp rise of Thai interest on the Korean peninsula in general and on South Korea in particular. Due to the expansion of Korean pop culture to Thailand, the increases of trade and investment, as well as the tourism have led a dramatic change in Korean studies in Thailand."¹⁰

With the message on above combined with the interest of graduate students. The researcher tent to collect he related researches in the form of thesis, graduated thesis, thematic paper, term of paper, and independent study that concern about Korean Studies should be deserved .In order to know the attention of graduate students about Korea in each dimension. Analyzed of those contents, to know the summary of entire issues, which shift forward to the research problem and knowledge; link them altogether to

¹⁰ Damrong Thandee, **Continuity of Korean Studies in Thailand** [Online], August 2006.

clarify the “state of arts,” which will increase knowledge about Korean Studies in Thailand in the future.

Reviews of Literature

The example of the researches related to content analysis, the researcher has representative as follow:

Kornkaiew Uaijanawat B.E 2538(1995); an analysis of Chinese research in Thailand (B.E.2537)(1994). The research aims to study and synthesize the graduated theses on Chinese research in Thailand, which were conducted by graduated students in the universities of Thailand from Chulalongkorn University, Kasetsart University, Chiangmai University, Thammasat University, Silapakorn University, Srinakharinwirot University, NIDA, Mahidol University, and one Political College.

From the analysis of quantitative research showed that there are the researches that related to Chinese Studies in Thailand from B.E. 2509 to B.E 2535 74 issues. The educator divided into three periods is from B.E. 2509 to B.E.2520, the second period is during 2521, and the third period is B.E.2536 to 2529 has 22, 27, and 25 researches respectively. Institutions where produced the research at the first period is Chulalongkorn University, Srinakharinwirot University, and Polical College. Second period is Chulalongkorn University, Srinakharinwirot University, Thammasat University, Silapakorn University, Kasetsart University and the last period is Chulalongkorn University, Srinakharinwirot University, Thammasat University, Chiang Mai University, and Mahidol University, the average of 2-3 studies per year. It was found that the majority of the graduated theses were history research, 39 studies or 52.70 percent. Second was the descriptive, 25 studies or 33.80 percent and the rest was six case studies and four experimental studies.

For the research context was found that the majority of them, 22 studies concerned the roles of Chinese in Thailand; 16 studies concerned cultural assimilation; 15 studies

concerned Chinese education; 10 studies concerned Chinese society; five studies concerned Chinese relations; two studies concerned Chinese women status and roles; one health development programme

As the research context, it was found that the role of Chinese was affected to the political, economic, and social development both in capital and local area. The Chinese society and Chinese association were highly assimilated into Thai cultural context. They were willing to use their economic power to participate more in political, economic, and social welfare. The Chinese school and socialization were controlled under the assimilation policy and against communism. The Sino-Thai relation was improved through sports, culture, trade, and foreign policy. The Chinese women status and roles on economic factor did not affect to women's status; they do need freedom in decision-making and own life style. The Chinese cultural assimilated by age, education, occupation, and their adaptation such as name and surname changed as well as becoming familiar with Thai communication behavior in their family. For the research method, the educator began with collecting of all researches, including the sources and the scope. After that she made the qualitative analysis by categories the institution and the year of success, the content of research and the conclusion the result of the as following the content.¹¹

And Later, Jarupan Tipayasupalauk: 2001 had an analysis of the Master of Education Theses, Prince of Songkla University during A.D.1990-1999, she aimed to analyze the theses of Faculty of Education of Prince of Songkla University during A.D.1990-1999. It was the qualitative research methodology. The educator used the content analysis, analytical induction divided it into seven fields of studies that are, and Educational Administration, Elementary Education, Educational Measurement and

¹¹ KornKaew Uaijanawat, *An Analysis of Chinese research in Thailand (B.E.2537)*. (Bangkok : (Huachiew Chalermprakiet University B.E.2538 (1995)). Abstract No.0093

research, Educational Psychology. Educational technology and communication, Physical Education, Science education, and Community Development Education were analyzed. The total theses are 457 theses. The information was recorded on the educator's designed thesis worksheet and the quantitative analysis was pretended in the form of frequency, percentages, and verbal descriptions.

The analysis result of the population showed that Most of them were male, most of whom were female; 26-30 years old and were schoolteachers in pattani province. Most the theses were submitted in 1998(B.E.2541) and also preferred to the teaching techniques and method and resorting to the descriptive research. The stratified random samplings were often primary school students. Mathematics was the subject frequently selected for study. In collecting the data, the questionnaires were used for a research instrument. The educator checked the quality of the instrument as discriminating power and reliability for a research instrument. Most studies were used the primary data collected from the sources in Pattani. The descriptive statistics used the percentage, arithmetic mean, and standard deviation in studies. The educator used another few statistical tools such as Factor Analysis, Discrimination Functions Analysis, The Mann-Whitney U Test, and the Delphi technique in the studies. The result of most analyses was presented in the form of tables and descriptive.¹²

In the same year Jintana Henthanon:(B.E.2544)(2001) had a analysis of 222 Theses and Independent Studies in Educational Psychology and Guidance program, Chiang Mai University ,during Academic Years 1996-2001(B.E.2539-B.E.2544). It was done in both of qualitative and quantitative methodologies by using the content analysis technique. The checklists were conducted to be a research instrument for surveying the features of each work. Content analysis included the classification of the research

¹² Jarupan Tipayasupalak, "An Analysis of Education Theses, Prince of Songkla University during A.D.1990-1999," (Master of Thesis Department of Educational Measurement and research Faculty of Education Prince of Songkla University, 2002).

content and the finding and the data were then analyzed in terms of frequency distribution and percentage.

The research was found that there were 33 theses and 189 independent studies that most of which were survey research. The cited literature and researches related to the research topic. Some cited materials were more than 10 years old. The lower secondary school students were conducted in this study as the group of sampling. The educator developed her own instrument, which derived and indicated of its quality through validity and reliability. Mostly, the questionnaires were used in this research and presented the data in table with some explanation. The descriptive one was used for the statistic tool. The summary, discussion, and suggestion part were written according to the objectives of the research within the scope of study. The suggestion was based on the research findings. The content had classified in terms of educational psychology and guidance. Those in educational psychology covered with psychology constructs, mental health, emotion, learning, and social behaviors, learning behavior and management, some factors related to mental ability, family and child-rearing practices, and undesirable behaviors. For those in guidance covered in guidance personnel, evaluation of guidance activity organization, and others.¹³

And later in 2004, Krisada Pethprayoon analyzed the content of Ramkhamheang University Master's Theses in Education. The objectives of this research was to study the contents in educational substance, research methodology, data source, study area and type of data in Ramkamheang University Master's theses in education of Ramkamheang University students from 1992-2003(B.E.2535-B.E2546). The numbers of subjects in this research were 608. The findings of the research were contents in educational

¹³ Jintana Hemthanon, "Analysis of These and Independent Studies in Educational Psychology and Guidance Program, Chiang Mai University, during Academic Years 1996-2001," (Master of Thesis Department of Psychology and Guidance Faculty of Education Chiang Mai University, 2003).

substance in Ramkamheang University. There were in Educational Measurement and Evaluation, Educational Technology, Curriculum and Instruction, Higher Education, Educational Administration, Education for Human resource Development and Educational research and academic year from 1994 to 2003. Most of the contents in research methodology are descriptive research. There were in Educational Measurement and Evaluation, Curriculum and Instruction, Physical Education, Higher Education, Educational Administration, Education for Human resource Development, foundations of education, health education and educational research, and academic year during 1994-2003(B.E.2537-2546). For the contents in data source mostly were educations in all fields of study.¹⁴

In 2005(B.E.2548), Salee Ngamkeeree and Virapong Seang-Xuto had analysis of Science Education Theses, faculty of Education, Chiang Mai University with the purpose to collect, analyze and classify the theses of Science Education Faculty, Chiang Mai University during the academic years 1985-2003(B.E.2528-2546) according to data categories lead understanding the thesis line that which topics and methodologies had been done more or less. The population of the study included 123 theses. For the data obtained were analyzed by computing percentage, average, range, standard deviation and system of Meta analysis was employed in data analysis to acquire integrated knowledge.

The findings were summarized in the academic year of 1995, which theses had been published the most. The greatest number of outputs is in the area of Chemistry, including the research design was an experimental design that was the most popular and the variables used to study were about learning achievement. The primary students of the Northern region were used in this research. The sample size was 30-60 students and

¹⁴ Krisada Petchprayoon, "An Analysis of the Content in Ramkhamheng," (Master's Thesis Department of Educational Measurement and Evaluation Faculty of Education Ramkhamhaeng University, 2004).

random sampling was used as the one-group on pretest-posttest design. The instrumental tests constructed by the educator, including quality, validity, reliability test. The statistics used for analyzing data were mean and standard deviation.

For the fields of study were provision of science learning, development and use instructional media, measurement and evaluation, and curriculum development respectively. The Meta analysis revealed that the efficiency of teaching strategies used by the educators was higher than that of teaching through the traditional method.¹⁵

CONCEPTUAL FRAMEWORK

In this research, the researcher offers the synthesis research with a content analysis technique to be conceptual framework, which categorized by the scholars as follow:

The synthesis research with content analysis technique

Synthesis research with the content analysis technique is the summary of the criteria of the readers. Therefore, the content analysis will be different according to readers. Except that analyzing the content following the specific criteria, the answer has no difference. Content analysis is process that began systematically about 50 years ago by developing from analysis the content of newspapers, advertising, and literatures. For the example, the analysis of dialogue of important people 481 times, the analysis of text book 427 items, in social studies ,the analysis of propaganda about perfume, analysis of editorial 8039 chapter, and the analysis of radio news 800 items.

The criteria of content analysis is based on various criteria for the classification

1.1 Janis (1965) divided into three types

1.1.1 Pragmatical Content analysis

1.1.2 Semantical Content analysis

¹⁵ Salee Ngamkeeree and Virapong Seang-Xuto, “Analysis of Science Education Theses,” Doctor’s dissertation Department of Science Education Faculty of Education Chiang Mai University, 2005).

1.1.3 Sign vehicle Analysis

1.2 Beelson (1952) identified 17 types

- 1.2.1 To describe the trend that delivers the meaning.
- 1.2.2 To seek the adaptation.
- 1.2.3 To find the difference and not harmonious.
- 1.2.4 Compared with medium or the level of meaning
- 1.2.5 Compared with the objectives
- 1.2.6 Structural analysis
- 1.2.7 To be useful in conjunction with open-ended questionnaire
- 1.2.8 The disclosure of advertising technique.
- 1.2.9 Analysis of the characteristic for help to better understand.
- 1.2.10 Analytical or style
- 1.2.11 To determine the intention of the author
- 1.2.12 Analysis level of mind of people
- 1.2.13 The protection of the law in terms of advertising
- 1.2.14 Snooping
- 1.2.15 The reflection of attitudes, interest, and values of the group.
- 1.2.16 Analytical goals of the group
- 1.2.17 To describe the behavior of its expression.

1.3 Stone and Dunphy (1966) classified with seven fields as follows:

13.1 Psychiatry

13.2 Psychology

13.3 History

13.4 Anthropology

13.5 Education

13.6 Philosophy

13.7 Linguistics

1.4 Holsti, (1969) divides into three types

1.4.1. Analysis the nature of delivered meanings is the analysis of the issues related to various questions for the content of which the data for content analysis. What and How come is it?

1.4.2. Cause and effect analysis is to analyze to fine out the cause as well as effect.

1.4.3. The resulted analysis is a partial analysis of delivery the meaning.

1.5 Krippendorff, (1980) has offered a content of analysis of the six categories.

1.5.1 Analysis of system content, taking into account that the content, which aimed to “What is the components”?, How these components related and can convert relationship or not”?

1.5.2 Standard analysis is an analysis to access the value of the content that “How much the value” or to analyze the content that “How much it differ from the standard”?

1.5.3 Content analysis of some indices such as the frequency of the word, and symbol, which showed the motivation of authors or to find the index to show satisfied and dissatisfied to some situation

1.5.4 Content analysis of various groups of the words such as the reference of Prime Minister, maybe do it by using rank of position, years, places, name etc.

1.5.5 Content analysis to find the meaning such as the summary of the points, finding cause and effect, and explaining the behavior.

1.5.6 Content analysis to identify internal processes such as analysis of the document that involved with the environment; to get the conclusion about the operation of customs of each area for the environment conservation in the area.¹⁶

¹⁶ อุทุมพร (ทองอุไทย) จามรมาน, การวิเคราะห์ข้อมูลเชิงคุณลักษณะ (Qualitative Data Analysis) (พระนคร: หจก. ฟันนี้พับบลิชชิ่ง, 2531). หน้า 10-15.

In conclusion, the criteria for the content analysis are based on the objectives to analysis. With the statement of five scholars are Janis, who analyzing the content analysis into three types, Beelson indentified 17 types and Stone and Dunphy divide into seven fields, Holsti divides into three types and krippendroff classified by six types of the content analysis.

Synthesis Research

Approach to synthesis research

Synthesis research can be divided into two ways. Each way has different limitations and defection. Choosing types of synthesis depends on the nature and the objectives of the synthesis. Approaches to synthesis are according as follow:

1. Qualitative synthesis is the description by gathering the researches and then, brings the result of each research to summarize together with the supporting of experts, who make the synthesis. Qualitative research has two types that are:

1.1 To bring abstracts or summary of each the research. The abstract and the summary of the theses often include the problem, objectives, hypotheses, research methodology, and the result of the researches. The presentation of its helps the readers to know how to do the research and what the works is but do not integrated or linked altogether.

1.2 To read research reports until reaching the understanding, then, apply the result of the research to link with any problem in order to know what the people do, how the result is, and where the main topic is. By this, the integrated knowledge will be found, which making synthesis of this level is more important and more useful to implement than the first one.

2. Quantitative synthesis is a summary analysis of each research reports with using the statistic technique to analysis. Quantitative synthesis has three types as below:

2.1 Vote counting method, this method of synthesis uses the counting number of research to classify the result of hypotheses test that can be divided into three groups.

They are the group that has significant to statistic and positive index; statistically significant and negative index and the group with no significant value. When counting the frequency of each group, the researcher will conclude and interpret the research works according to the nature of the group of highest frequency. The defect of the synthesis is bias that occurs. When the researcher has a large size of sampling, which indicates the result of the research, it is important to test hypothesis eventhough the effect size or correlation are low.

2.2 Probability method is to bring the value of statistical probability or P-Value of statistic of research that has led to synthesis of various statistics in hypotheses testing. The statistic in experiment has the probability value, which controlling the P-value. This probability is a continuous variable with has a value from 0-1 as well as has a distribution constant value. No matter the researches use what statistic and how the variables in the researches distribute, the synthesis researcher can synthesize and test the probability value of all researches. However, the weak point of this method is that it is unable to identify the amount of researches. Therefore, it created the third method of synthesis.

2.3 Application of statistical method is to estimate the size of the effect of research. This method is the synthesis method in order to find the conclusion systematically from various research works studying the same problem. It is called "Meta-analysis" according to the Glass's framework. It focuses on the effect size, which is a ratio of the mean between the moderate experimental group and control group, more than emphasizes on the significance of statistic value. For the statistic used in calculating, the effect size is an average correlation or known as Pearson(r -) for the descriptive research and the correlation value or the effect size (d) for the experimental research. After

obtaining the correlation value or the effect size, which is the standard index of each research, the synthesis process begins from the estimate value of researches.¹⁷

To study for this research, the researcher chose the approach of synthesis research, both of Form A and Form B, in order to collect and study the research report carefully. Afterward, brought the result of all researches apply altogether in order to find the relationship between these researches and to know it is that under the Korean Studies and to create an overview of Korean Studies in Thailand.

OBJECTIVES

1. To study of thesis, graduated thesis, thematic paper, term of paper, and independent study related to Korean Studies in Thailand, which were conducted by the graduated students from both public and private universities in Thailand during 1988-2009. The total numbers of these are 90 issues.

2. To summarize the overview of thesis, graduated thesis, thematic paper, term of paper and independent study related to Korean Studies in Thailand during 1988-2009 totaling 90 issues.

SIGNIFIICANCE OF THE STUDY

The results of the study are useful as below:

1. Knowing the nature of thesis, graduated thesis, thematic paper, term of paper, and independent study researches related to Korean Studies from 1988 to 2009. The findings are useful to set the guidelines for the research on Korean Studies and help to improve the knowledge on Korean Studies in the near future.

¹⁷ Jiraporn Moonmang. "The Synthesis of Researches in Sociolinguistics," (Master's Thesis, Department of Educational Linguistics Faculty of Education Srinakharinwirot University, 1998).

2. The offered information will benefit to any the academic institutes where open the course on Korean Studies or the organizations involved for the use as a guideline or the data planning about Korea in the future.

SCOPE OF THE STUDY

1. In this study, the researcher emphasized on the researches related to Korean Studies in Thailand, which were studies and published during 1988-2009 totaling 90 issues.

2. The sources of the information for this research were thesis, graduated thesis, thematic paper, term of paper, and independent study researches from both public and private academic institutions in Thailand.

BASIC AGREEMENT

1. In this study, the researcher specified to study the researches related to Korean Studies in Thailand, which were studied and published during 1988-2009 totaling 90 issues, in the form of thesis, graduated thesis, thematic paper, term of paper, and independent study.

2. The policies of academic institutions do not encourage making a duplicated researches for the content or message, so it is difficult to make a quantitative synthesis. Therefore, the research will be conducted in forms of descriptive statistics, frequency, percentage, and comparison table.

3. For some of which did not publish, the mission would be impossible.

RESEARCH METHODOLOGY

This research is a content analysis of thesis, graduated thesis, and thematic paper, term of paper and independent study of the graduated students of both public and private universities in Thailand during 1988-2009 in terms of the content of research, written style, reference, and the objectives of research, and the connection of

researches that related to Korean Studies in Thailand. The research methodology is as follows

How to conduct research and analyze the contents are as follow:

1. Collected theses from graduated students of both private and public universities in Thailand during 1988-2006, totaling of 90 issues.

2. Read both of abstract and full content and then, recorded the needed information into the thesis record form, which the author made, analyzed, categorized the content, and issued the discovered point in the content of the theses. Moreover, the researcher briefed all the content and divided into 14 topics are, which are the international relationship , law, influence of Korean culture to the Thai society, using of Korean products, Korean drama, the representatives to spread out of Korean culture, the statistics to spread out of Korean culture, Literature, Literature, Buddhism, Social Insurance, Financial, Economic development, Others.

3. Brought the information from the thesis record form to analyze in quantitative analysis. These were categorized by the institutions, year of success, type of research, and the content of research and then, calculated the frequency and percentage and presented in the form of table.

Data Analysis

The research methodology is as follow:

The content analysis of theses that related to Korean Studies in Thailand is an analysis of previous researches and to study the current need, which is related to the education about Korea. The data was analyzed as follow:

1. Analyzed theses that related to Korean Studies by categorizing as the showed content of it and analyzed the information on issues as defined in the scope of study.

2. Attributed the information from the thesis record form to distribute to the frequency, percentage, and presented in the form of table with sub-context.

3. Attributed the information from the thesis record form to categorize as the stated content and distribute to the frequency, percentage and presented in the form of table with sub-context.

4. Attributed the information of each research to distribute to the frequency, percentage and presented in the form of table.

5. Concluded the details of theses with frequency and percentage statistics and then presented in form of description.

DEFINITION OF TERMS

The researched defined the definition of terms as below:

1. Korean Studies refers to the study about Korea in various fields such as politics, economy, society, and culture from the past to the present.

2. Content analysis means to collect the content in forms of thesis, graduated thesis, thematic paper, term of paper, and independent study related to Korean Studies from universities in Thailand categorized the content by analyzing.

3. The thesis related to Korean Studies in Thailand are thesis, graduated thesis, thematic paper, term of paper, and independent study in Master's degree only with the contents related to Korean Studies in various fields such as economic, politics, society, and culture.

PRESENTATION

Chapter I : Introduction, Statement of Problem and Its significance, Reviews of Literature, and Conceptual Frameworks and Theories, Objectives, Scope of The Study, Basic Agreement, and the Significance of the Study, Research Methodology, and Definition of Terms

Chapter II : Works and Theses on Korea in Thai

Chapter III : Current Status of the Korean Studies in Thailand, Factors Affecting Education Related To Korea in Thailand ,Changes in topics on Korean between 1990s and 2000s , and The Current Features of Korean Studies in Thailand

Chapter IV : Conclusion and discussion the result of the research and recommendations



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จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER II

WORKS AND THESES ON KOREA IN THAI

A content analysis for this research was to analyze the content of the theses related to Korean Studies, which were conducted by the graduated students of both public and private academic institutions that had done during 1988-2009. The researcher presented into two parts as follow:

Part I: the three topics of these researches that are the research category verified by the institutions and the academic years, the types of research and the research context. This research is conducted by the quantitative research methodology.

Part II: the descriptive of overview of all theses related to Korean Studies in Thailand. The researcher categorized the content into five main topics as follow:

1. Law
2. Politics
3. Economics
4. Social
5. Culture

1. The Quantitative analysis

The theses category from the institutions and the academic year

During 1988-2009, there were the theses, graduated thesis, thematic of paper, term of paper, and independent study related to Korean Studies in Thailand conducted by the graduated students of both public and private universities in Thailand, totaling 90 issues. The research category was verified by the institutions and the academic year has shown in the table 1.

Academic years	Academic institutions																
	CU	TU	MBC.	KRIRKU	KU	DPU	SWU	NU	CMU	MJU	RU	STOU	RSU	UTCC	BUU	PSU	ร้อยละ
1988	1	1															2.22
1989																	0.00
1990																	0.00
1991																	0.00
1992	1	1															2.22
1993																1	1.11
1994							1										1.11
1995									1								1.11
1996	2																2.22
1997	1				1												2.22
1998		1			1												2.22
1999																	0.00
2000	2					2											4.44
2001	1	1									1						3.33
2002		3	1														4.44
2003		1				1	1				1						4.44
2004	2					4	1				1				1		10.00
2005														1	1		2.22
2006	1					2	1				1				1		6.66
2007	5	4			1	3		1	1		4						21.11
2008	7	3		2		2		1	2	1	4	1	1				26.66
2009						1					1						2.22
รวม	23	15	1	2	3	15	4	2	4	1	13	1	1	1	3	1	90
Percentage	25.55	16.66	1.11	2.22	3.33	16.66	4.44	2.22	4.44	1.11	14.44	1.11	1.11	1.11	3.33	1.11	100.00

Table 1 the categorized the theses from the institutions and academic year

Notice

C U	Chulalongkorn University	DPU	Dhurakij Pundit University
TU	Thammasat University	SWU	Srinakharinwirot University
MBU	Mahamakut Buddhist College	NU	Naresuan University
KRIRK U	Krirk University	CMU	Chiang Mai University
KU	Kasetsart University	MJU	Maejo University
PSU	Prince of Songkla University	RU	Rangsit University
STOU	Sukhothai Thammathirat Open University	RSU	Ramkhamhaeng University
UTCC	The Chamber of Thai Commerce University	BUU	Burapha University

From the table 1, in the institutions category, it was found that the majority of them were; Chulalongkorn University with 23 issues; 25.55 percent, Thammasat University and Dhurakit Pundit University with 15 issues for each; 16.66 percent, Ramkhamhaeng University with 13 issues; 14.44 percent, Srinakharinwirot University and Chiang Mai University with four issues for each; 4.44 percent, Kasetsart University, 3 issues; 3.33 percent, Krirk University and Burapha University with two issues for each or 2.22 percent, Maejo University, Sukhothai Thammathirat Open University, Rangsit University, The University of Thai Chamber of Commerce, Mahamakut Buddhist University and Prince of Songkla University one issue for each or 1.11 percent.

From the findings of the table 1, most of these were published by Chulalongkorn University. The average of published theses is 2-3 per year. Thammasat University published the theses related to Korean Studies for leave period. However; overall of the theses related to Korean Studies in Thailand have a few.

The research context

The theses related to Korean Studies 90 issues in terms of the research topic was divided into 14 topics and presented in Table 3.

Table 2 The theses related to Korean Studies in Thailand during 1988-2009 was concerned the research context as below;

figure	topics	Number	percentage
1.	The international relationship	24	26.66
2.	Laws	11	12.22
3.	The influence of Korean culture on the Thai society	13	14.44
4.	The consumption of Korean products	2	2.22
5.	Korean drama	9	10.00
6.	The representatives to spread out of Korean culture	8	8.88
7.	The strategies to spread out of Korean culture	2	2.22
8.	Literature	2	2.22
9.	Language	5	5.55
10.	Buddhism	1	1.11
11.	Japan and Korean's history conflict	1	1.11
12.	Security insurance	1	1.11
13.	Financial	3	3.33
14.	Economic development	7	7.77
15.	others	1	1.11
Total		90	100.00

From table 2, it found that the majority of them are the international relations totaling 24 issues, 26.66 percent, the influence of Korean culture to the Thai society totaling 13

issues; 14.44 percent, Laws totaling 11; 12.22 percent and the lowest are Buddhism, security insurance, The conflict of Japan and Korean's history and others totaling one issue for each or 1.11 percent.

ACADE YEAR	IR&JS	ECON			Communication arts									Marketing	Law
		ECON	BUCOM	ECONEDU	COM	Tour &	Bus	PR	MC	SPC	Journal	DEL	INFO		
1988	1														
1989															
1990															
1991															
1992	2														
1993															
1994															
1995															
1996	2														
1997	1	1													
1998			1						1						
1999															
2000		1													2
2001	1		1												1
2002	1														
2003	1	1		1											
2004	1	1													1
2005														1	
2006		1						1					1		4
2007	3	3	1				1	1	6		1	1			1
2008		3			11	11	2	2	3	1	1	1			
2009		1													1

ACADE YEAR	Social HR	History		Art									MBA		
		Budd	Japan & Korean history	Tour Hotel	Art &design	Mass com	SRM	Teaching Thai	Educa	Linguitics	CA	Science Sport	MBA	MK	Man
1988															
1989															
1990															
1991															
1992															
1993									1						
1994										1					
1995									1						
1996															
1997															
1998															
1999															
2000											1				
2001															
2002		1	1					1			1				
2003															
2004	1														
2005	1													1	
2006															
2007									1			1		2	
2008				1	2	3						1			1
2009															

Table 3-4: The theses related to Korean Studies in Thailand during 1988-2009 was concerned the academic networks

*****Red symbol refer to Korean students in Thailand, which uninvolved for the department categorized

From Both tables; It show the department and fields of study, related to Korean Studies in Thailand from 1988-2009 .There are International Relation, Economics, Communication Arts, Law, Human resource management, Arts, Arts and design, Social Resource Management, Education ,Linguistic, Criminal Administration, Science sport, Master of Business administration

2. The qualitative analysis

1) Korean Affairs

1.1 Korean history

The cited literatures related to this topic have one issue as follows:

1. Koontiya Chiratiwatawat. Impacts of the Japanese Annexation of Korea, 1910-1945: A Survey of the Body of Knowledge and Issues. Thammasat University, 2002(B.E.2545)

Japan spread its colonialism in East Asia in the late of 19th century until the beginning of 20th century. There were Sino-Japanese War in 1894-1895 and Russo-Japanese War in 1904-1905. The most affected country was Korea. Japan also occupied Korea in 1910, which lasted for 35 years. During the occupation, Korea had faced with many changes such as the policy pressuring people to do political activities, the economy policy that took all Korean natural resources, and the policy aimed to change Korean society into the Japan one. Even Korea was freed from the Japan occupation over 50 years, Korea is still skeptical with Japan who is its trade partner. Until 1965 Japan and South Korea established the formal relationship which is over 20 years after the occupation. However, Japan still could not establish the relationship with North Korea.

History academia who studied about Korea and Japan history when Korea was under the Japan occupation state that there are many writings about the history of these two countries which had been distorted. It is probably because Koreans felt deep nationalism, especially when Japan took Korea over. Thus, then any events provoked the nationalist feeling of Koreans, it reflected in the writings. For example, the visit to Yakusuni Shrine of Japan prime minister is reflected in writing demanding Japan to apologize. Moreover, the domestic political factor of two Koreas has the influence in writing showing the ability of leaders in fighting for the independence from Japan. In North Korean writing, the hero is Kim Il Sung, while in South Korean writing, the hero

is Syngman Rhee. Furthermore, the effects of using political, economic, and social policies of Japan and other enforcements of Japan all reflected in the history writing. These events also show the difference of writings in each period. The most important effect of the nationalist writing is the cause of the contradiction between Japan and Korea.

1.2 Buddhism

The cited literatures related to this topic have one issue as follows:

1. Phramaha Pradit Sunetto (Suksomnet). The State of Buddhism in the Modern Time: A Case Study of the Socialist Republic of Sri Lanka and Republic of Korea. Mahamakut Buddhist College, 2002

Buddhism was founded by the Buddha over 2,500 years, and it is the national religion in many countries such as Thailand, Burma, Cambodia, Laos, Sri Lanka, Korea, and Japan. However, there are some differences in Buddhism in each country depending on the history and political influence over the religion. From the interest of the Buddhism study in Korea and Sri Lanka, it shows that Korea is one of the origins of Mahayana, whereas Sri Lanka is the origin of Theravada. Buddhism in Korea was much prospered when Korea was ruled by monarchy. Buddhism in Sri Lanka is not only flourished in the monarchy period, but also until now.

The situation of Buddhism in the presidential society as South Korea, it was found from the research that the circumstance of Buddhism of South Korea is not as prosperous as when it was in the Monarchical regime. Due to the change of politics, leadership, and foreign intervention, these led to derive the culture, beliefs, and another religious. However, South Korea adjusted its Buddhism into a contemporary Buddhism in order to match with the change of the society, which is opposite to Sri Lanka. The Buddhism in Sri Lanka is like South Korea that is, the king alive, Buddhism alive, the king dead, Buddhism dead. Although Sri Lanka changed the regime to become the presidential, like South Korea, there is still its difference. It differs that in Sri Lanka

Buddhism is one of the political roles. It indicated that Sri Lanka gives the importance to their own Buddhism more than South Korea does. This may be cause by the separation of the Korean peninsula. Although, South Korea has Buddhism as a spiritual bond; taught to love each other; and unity since the era of government by Kings, in the end, Korea was divided from each other because of the difference of the political ideology. As a result, the people in the same nation fought with each other. This is different to Sri Lanka where the conflict and the separation have not occurred.

To conclude, South Korea and Sri Lanka saw the importance of Buddhism but in the difference level.

1.3 Literature and Language

1.3.1 Korean novel

The cited literatures related to the topic have one issue as follow:

1. Wattanarat Chaiwong. Analysis of Writing Strategies and Values of Translated Korean Novels. Chiang Mai University, 2007

Korean's novel reflects the reality of the human society with the state of the broken family, and left alone children. There were also stories about competition, struggle, disappointment, sadness, including happiness and unhappiness in love.

1.3.2 Korean literature

The cited literature related to the topic has one issue as follow:

1. Keun-Hye Shin. A Comparative Study of Thai and Korean Didactic Literature for Woman. Chulalongkorn University, 2000

The comparative study of the four literatures teaching in Thailand and Korean pointed that the teaching to Thai women in early Rattanakosin era and the teaching of the Korean women in Joseon dynasty are vey similar. Women must be good a lady, must obey her husband, must be a good mother, must be a follower, and must keep the manner delicate.

1.3.3 Language

The theses related to Korean language have four issues and were divided into four topics: the comparison of similarities and differences of Thai and Korean expression, the difference in pronunciation, comparison of the meaning behind the word, and the comparison of color expressions.

1. Sun-Chil Kwon. Korean and Thai Idiomatic Expression: A Comparative Study. Srinakharinwirot University, 1994

2. Jieun Lee. Colors in Cross-Cultural Communication: A Comparative Study of Color Metaphors and Idioms in Thai and Korean. Thammasat University, 2002

1.3.3.1The comparative study of Thai and Korean idioms found that the language and the idiom of Thai and Korean have difference and similarity. The structure of Thai and Korean languages are divided into paragraph and sentence in the same style, but the idiom is different. The Thai idiom is divided the sentence for the melodious sound of vowel and rhythm of the words, but the Korean idiom is divided according to the type of the sentence. The Thai idioms tend to focus on the touch consonance in each idiom. On the other hand, a word in Korean is often used repeatedly. It has the repetition in every word, some word part, or some conjunction. The nature of Thai idiom is that it does not use the conjunction. The similar characteristic between Thai and Korean idioms are the source of the idioms that tend to come from faith, traditions, and value. The selected word used in Thai and Korean idioms has both similar and opposite meaning for the better understanding. The comparison of the idioms about color between Thai and Korean idioms are the same. The research revealed that the meaning of color between Thai and Korean are similar such as the meaning of red, white, yellow, orange and pink. The different is Thai uses black, purple, and grey to show the negative meaning, but Korean uses purple as a positive meaning. Both of Thai and Korea idioms use black color as a negative meaning.

3. Sunkyong Han. A Comparative of the Meaning and Use of Subsidiary Verbs in Thai and Korean. Srinakharinwirot University, 2003

4. Soo Kyung Bae. Contrastive Analysis of Thai and Korean phonological systems fro teaching Thai to Koreans as a foreign Language. Chiang Mai University, 1995

5. Jung, Hwan-Seung. A Comparative Analysis of Thai and Korean Syntax. Price of Songkla University, 1993

The comparative study between Thai and Korean languages was found that there are both similarity and difference. It was divided into two groups, which are the meaning after the verb of Thai and Korean languages, and the structure of language and vowel. For the meaning after the verb, the research found that most of the words after the verb give the synonymous meaning of that term. However, some verbs are not related to the meaning of that word, just only show the definitions in terms of grammar only such as the word “go”, “come”, “go up” and “go down”, the words that indicate the directions and the relationship of the speakers from a point used in Korean are consistent with Thai language. As for the word,” go up” and “go down” in Korean language, they are used by their meaning, but in Thai language, these words are sometimes used to tell the quantity or size, such as the word “colder” or “ thinner” . There are also eight =verbs in Thai language such as “go” “come” “go up” “go down” “loose” “keep” “give” and “watch” match with Korean language. However, the verbs as “in” “take” or “out” are not used in the Korean language.

The comparison of the structure in Thai and Korean languages found that the similar structures are the singular name such as the word “엄마”(omma),“당신” (Thangshin) and the status verb such as the word “덥다”(thopta).The different structure is in the form of distribution and characteristics of grammatical structure. Korean language display a unit to show the function of the word such as subject indicator, object indicator and verb stem, which all of them do not use in Thai language .In addition, it is different in the complication of the language since Korean language has

added an agglutinative language with affixation in the end of the sentence. The unit of vowel of Thai and Korean language, the analysis found that the difference of units of vowel of Thai and Korean languages is the singular initial consonant that use in Thai language only as / p,t,c,k,ch,w,f,r,jy/ and / p,t,t',k,t h,dʒ, 4,s',g/ used in Korean language only and final consonant that used only in Thai language /j,w/ and final consonant that use in Korean language is /l/. The simple vowel that used in Thai only is /i:,e:,ɛ:,u:,y:, ɛ, ɛ:, a:, u:, o:, ɔ, ɔ:/ but use only in Korean language is /y, φ, ɸ, ɐ/. The diphthong between Thai and Korean does not have the same units. From the result of voting problem in using Thai language of Korean people, the sound which no problem is a simple vowel /h,m,n,th,kh,d,l,j,s/ final consonant /y,m,p,n,k,t,j, simple vowel /o/ diphthong /ia/ but sound which post little problem is the single initial vowel /f,b,t/ cluster /khw/ simple vowel/u/

The problem in the moderate level is single initial consonants p,k,ph,ch,?.w/ cluster / phl,pkl,pl,khr/ final consonant /w/ simple vowel /u:a/i/ cluster /ua/.with the high level of difficulty is single initial /c,r/ cluster /pr,kr,phr,kl,thr/ and simple vowel /a:,e:,i:.e.w/ for the highest problem is the single initial consonant /l/ cluster /tr,kw/ single vowel/ u:, ɔ, ɔ, ɛ, ɛ:, ɛ:, ɛ / diphthong/ wa/.

2.1.5 Korean drama

The cited literatures related to the topic have nine issues as follow:

1. Dutsadee Phithakchatchavan. Factors Influencing the Audience consumption Behavior on Korea Dramas in Bangkok Metropolitan Area. Srinakharinwirot University, 2008

2. Supawan Wattanasupakul. The Attributes of Asian popular Television Drama: the Case of Japanese, Taiwanese and Korean Dramas in Thai Television. Chulalongkorn University, 2007

3. Todsaporn Goragrit. The Horrification in American, Korean, and Thai Ghost Films. Chulalongkorn University, 2007
4. มอลิน ธราวิจิตรกุล. การวิเคราะห์เล่าเรื่องในภาพยนตร์แนวรักของเกาหลี. มหาวิทยาลัยเชียงใหม่, 2551
5. Mananya Khotmanee. A Study on Protagonist Representation Methods from Korean Romantic Films for Music Video Design. Rangsit University, 2008
6. Watchara Nuamteab. Factors affecting Korean Television Drama Preference. Master of Arts degree. Ramkhamhaeng University, 2008
7. Sirada Rechasa. Factors Affecting Chiang Mai Municipality Residents on Watching Korean Television Drama Series. Maejo University, 2008
8. Chomphunut Kaewthongma. Survey of the audience's opinion about Korean TV Series on Channel 3 and Channel 7. Thammasat University. 2008
9. Thanawan Kaewkong. Audience Gratification Upon Viewing Korean Dramas on Channel 7. Ramkhamhaeng University, 2008

The study found that the romantic Korean drama was the most popular issue in studying, because it is very popular among Thai's society, especially women. The strength point of the Korean drama is that it inserts Korean culture into it, for example, Korean food, Korean costume, and in particular, the tourist attraction. In addition, the content of the Korean romantic drama focuses on creating innovative entertainment and visual appearance to impress viewers. The content of the drama does not reflect about the violence love or known as "melodrama," It also focuses on the appearance of the artists to attract the audience to conform.

The characteristic of the Korean drama is that it does not remake. It often creates a new release even though some of the structure of the contents might be imitated from Japan sometimes. For example, the ghost story, but it was adapted to match with the Korean style and increase more fright to viewers. By this, Korean drama can maintain its own characteristics.

2.1.6 The strategies to spread out the Korean culture

The cited literatures related to the topic have two issues as follow:

1. สุรัฎฐา จารุพันธ์. บทบาทของงานการสื่อสารการตลาดครบรูปแบบ (Integrated Marketing Communication) ในการสร้างภาพพจน์รถยนต์เกาหลีของผู้ใช้รถยนต์นั่งส่วนบุคคลใน กทม. มหาวิทยาลัยธรรมศาสตร์, 1998

2. Surisa Prachabarn. Public Relations Strategic Planning Process of Korean Transnational Companies in Thailand. Chulalongkorn University, 2007

The result of the research was found that the strategy to spread out the Korean culture is via advertising and public relations, or known as “Integrated Marketing Communication” for selling Korean products such as car. Using the Korean wave is a part of advertising plans for as a driving force to attract customers and expose the advertising of Korean multinational companies in Thailand. The results showed that customers who received a lot of advertising, they tend to buy a lot of Korean products. The Korean wave has a significant role in strategic planning to advertise the Korean multinational companies in Thailand, especially, the companies that are facing with a problem. However, the factor making the Korean multinational companies advertising success in Thailand is a collaboration support of organizations and bureau in Thailand. (Surattha 2541, Surisa 2550).

2.1.7 The representatives to spread out the Korean culture

The cited literatures related to the topic have eight issues as follow:

1. Arisa Witthawaskul. Public Relations Approach in Promoting The Republic of Korea’s images Through Television Drama “ A jewel in the palace”. Chulalongkorn University, 2006

2. Karnpitcha Wongkhao. Korean Drama Series with Korean Culture Diffusion in Thai Social. Thammasat University, 2007

3. Sawika khunram. Factors Influencing to the Purchasing Decision of Korean Fiction for Readers in Bangkok. Thammasat University, 2007
4. Pattaramon Tiwanon. Korean Entertainment and Fan Club Websites in Thailand and Fan Club websites in Thailand and Cultural Globalization. Chulalongkorn University, 2007
5. Kamonnate Suwannapisit. Korean singers and Korean wave as experienced by Thai Fan Clubs. Chulalongkorn University, 2008
6. Patama Boriraksa. The Construction of Japanese and Korean Cultural meaning through symbolic interactions in www.exteen.com weblog community. Chulalongkorn University, 2008
7. Sarila Pongphim. Cultural Transmission of Korean culture through movie series of the Great Jang-Geum-jewel in the palace. Dhurakij Pundit University, 2008
8. นันทิดา ดอกแก้ว. บริบททางสังคมและบริบททางวัฒนธรรมเกาหลีที่ปรากฏในละครซีรีส์เกาหลีเรื่อง สะดุดรักที่פקใจ Full House. มหาวิทยาลัยธุรกิจบัณฑิต, 2551(2008)

The study found that the main channels to show of Korean culture are:

2.1.7.1 Website

Website is a fastest channel to approach the target group. The website is a collection of resources and helps spread the Korean culture especially the groups of internet users (online community). In addition, the website can be used to exchange information and talk among the groups of Fan Club, including the translation of news in various languages. Website is the most influential one from the survey results. This is what causes the behavior imitation and purchase the Korean products. (Phataramon, Patthama).

2.1.7.2 Korean singers and artists

As the cultural product, Korean singers and artists are the representative of Korean culture, especially their costumes. They were trained very well all of the appearance,

demeanor, personality, and voice. They also obtain the support from Korean government to push Korean singers and artists to be representatives of the Korean culture. (Kamolnat)

2.1.7.3 Television

Another important channel to broadcast Korean culture is a television. It is obviously seen in Korean dramas, which were inserted the Korean culture into the story such as Korean costume, Korean food, and attracting places including the appearance of the Korean stars. It makes viewers impressed and conformed. This can be seen clearly from the popular Korean series such as Dae Jan Geum showing the Korean culture, especially, Korean food and tourist place (Thayakorn, Sarisa, Arisara, Karnphitcha, Savika) .The Korean love romantic series such as Full House also delivered the cultural context to engage the audience to conform and want to learn the Korean cultures as well.

Summary of the cultural aspect

The Korean cultures that play the critical role in Thai's society is the entertainment culture such as Korean TV drama, Korean singers, and stars, which the Korean government gives the importance and support very much. This entertainment culture is released via various media in order to reach the target such as website, television, or even through Korean singers. For the Korean literature, it often reflects the reality of the human being known as realism. It also shows all about love, greedy, angry, passion, and conflict in the human society. About the teaching for Korean women in the past compared to Thailand is very similar that is to expect women to be a good lady, a good mother and faithful to her husband. For the language, it is similar and difference in some ways compared to Thai language such as the structure and grammar, which are different factors to study and pronounce.

2.2 Korean society

2.2.1 Law

The cited literatures related to the topic have 11 issues as follow.

1. Wichai Lumsutti. Provision's that are Unfair to Employees in the Protection Act. Dhurakij Pundit University, 2000
2. Manee Sukpol. A comparative study with the international labour standards of the international labour organization and international laws. Dhurakij Pundit University, 2000
3. Wasu Sinhasitha. The practice of unemployment insurance law in Thailand in comparison to such law in republic of Korea. Chulalongkorn University, 2001
4. Dong Ho, Bae. The Comparative Study of Organization Administration and Welfare Management between Royal Thai Police and South Korean Police. Thammasat University, 2002
5. Jeerapong Thongvanichnam. The determination of the minimum wages rate and wages for part-time employment. Dhurakij Pundit University, 2006
6. Pol.capt.Chitchanok Sakornyen. Legal problems concerning the working of foreigners in Thailand. Dhurakij Pundit University, 2006
7. Kantapong Rangsesawang. An Analysis of problems in implementing the social welfare promotion Act, B.E.2546. Dhurakij Pundit University, 2007
8. Satanee Kongprasard. Legal Measures in Protecting Employee's Security after Their Resignations from Work. Dhurakij Pundit University, 2004
9. Surapol Amphol. Wage protection for employees in Thais labour law companies with foreign's labour laws. Dhurakij Pundit University, 2006
10. Korapat Supanunt. Legal measures for regulating recruitment companies with specific reference to Thai labors working abroad. The legal protection measure of part-time workers. Dhurakij Pundit University, 2006
11. Siritorn Wangkawee. The legal protection measure of part-time workers. Master of Law degree. Dhurakij Pundit University, 2009

The study of South Korea law found that they have a policy to draft their law as follow:

1. Commitment the human right by seeing that every human being has rights and equality. Law and social welfare cover all of society, especially social workers, no matter of gender, the elderly people, and the employed women who work in full time and part-time, or unemployed groups. Even the foreign workers have also been protected. The law focuses on a long-term prevention rather than to solve a problem only a certain range (Vasu, Chidchanok, Surapol, Siritorn, and Manee) such as unemployment insurance law of South Korea. The concept of the law is to prevent the unemployment and to bring the unemployed people return to the labor market. By surveying the state, it shows that South Korea has faced such as the economic recession, the adjustment of the establishment, the use of technology to replace workers, including the appropriateness of the positions by the employees' skill and capability. From the concept mentioned above, it shows that South Korean law is more concise and covered more than Thai law, which consists of the employment stabilization by using the law to bring the stability and has the activities for vocational activities to provide the opportunities for employment with unemployment benefits. For the emergency case, it uses the unemployment benefits as a tool to re-enter the employees back to the labor market and has a protection from the negative effects of compensation paid by payment in form of money and re-enter of the unemployment back to the labor market. We can say that the law of South Korea called as the employment insurance rather than unemployment insurance.

The law of South Korea is clear, certain, and also identifies the sanctions in testimony with accountability for the anti-corruption (Korphan, Wichai, and Jiraphong) such as legal measures for regulating recruitment companies with a specific reference to Thai labors working abroad. The study found that South Korean law is clear in the legislation on the company sent Thai workers to overseas. The provision said the

company must receive an approval from the Ministry of labor and cannot collect any payment from those of workers exceeding as the Ministry claim or sue any items from labors. If there is contravention, it will be imprisonment for the term, not exceeding five years or a fine not exceeding 500,000 won. In addition, it is also stipulated that the recruitment companies will not be a collaborator for the other companies before and must be reliable. These companies also are not allowed to locate at the dormitory or hotel. Moreover, workers need a professional training for 60 hours before the time, which differ from Thai law that just takes only 2-3 hours for having a workshop on culture, customs, and legal of the countries.

The law policy of South Korea is to decentralize from the central to local area. Therefore, the law of South Korea has gone thoroughly and rigorously to operation. Especially, it gives a chance for people to cooperate and take part in maintaining the sanctity of the legal called “the principle of self-reliance” rather than waiting for help from the government only. It also lightens the task of the authority too (Dong Hoo Bae, Chidchanok, and Kanthaphong). The thesis related to legal problem concerning the working of foreigners in Thailand found that the legal for the working of foreigners in Thailand and South Korea are very different. The immigration laws of South Korea must be in accordance with the Minister of Justice, and there is decentralization of the corporation control power for the foreign workers to the local government as well. Moreover, foreign workers not only register with the government center, but also have to retain control by the local government. The list of foreign workers working in South Korea must register by that local government because the local government has well knowledge about the status of economy and population in the area (Chidchanok)

The summary of South Korea law

The legal policy of the South Korea has a better structure and management system to prevent the problem rather than solving for the concord, purity, justice, and equality for all social. Although, South Korea is a country that commits to a capitalist economy

and primarily focused on economic development, it maintains the commitment of the equality and fairness for the legal very well.

2.2.2 Economic

The study of economic issue of South Korea can be divided into three topics, which are economic development, financial and social insurance

2.2.3 Economic developments

The cited literatures related to the topic have seven issues as follow:

1. Sirapath Junpoonsup. A Study of the impact of Liberalization on that telecommunications industry based on Japanese, South Korea and Hong Kong experiences. Chulalongkorn University, 2000
2. Janjira Sunsin. A Comparative Study of the Effects of the Return on Investment on Economics Growth in the Kingdom of Thailand and the Republic of Korea.Ramkhamheang University, 2006
3. Jaruporn Subsatitikul. The education factors affected to the economic growth a case study: the comparison between Thailand and the republic of Korea. Srinakharinwirot University, 2006
4. ปาริชาติ แก้วสินธุ์. การศึกษาเปรียบเทียบความสามารถในการแข่งขันของอุตสาหกรรมท่องเที่ยว ประเทศไทย ประเทศญี่ปุ่น ประเทศเกาหลี. มหาวิทยาลัยธรรมศาสตร์, 2550(2008)
5. ฝนทิพย์ บารมีรัตนชัย. อิทธิพลของละครเกาหลีที่มีต่อการท่องเที่ยวเกาหลีของคนในกรุงเทพมหานคร. มหาวิทยาลัยนเรศวร, 2551(2008)
6. Sinee Suwannakart. Relationship between exchange rate, and economic growth of Thailand China, Japan Malaysia, and South Korea. Chiang Mai University, 2008
7. Thayakorn Saetae. The culture Myth Presented in Korea Drama and the Business support. Dhurakij Pundit University, 2007

The study found that the export and the exchange rate of South Korea are the factors that affect the increasing of Gross Domestic Product (GDP) and economic

development significantly (Sinee). For the export trade of South Korea, most of which are the cultural entertainment by inserting all aspects of Korean culture in entertainment media such as drama, Korean food, tourism, costume, or even sports. Tourism culture of South Korea has dramatically affected on the Korean economy. From the study, it was found that most of Thai people travel in South Korea because they saw the beautiful landscape from Korean drama series and most of them are female. (Tayakorn, Fontip, Parichat)

The second factor is a foreign direct investment. The outcome of the trade and foreign direct investment in South Korea affect the economic growth and the increasing of GDP. The direct investment affects the economic growth because it is the amount of investment fund, labor, human capital investment, the expenditure of the government for education. These also affect to the increasing of GDP and the growth of the economy. If there is the foreign investment, it will bring new technology and innovation resulting in the development of the industry. (Chajira.2549)

Another factor is the education, the research revealed that South Korea supports the education very much especially in the field of science and technology. It is necessary for the economic and the industry development of South Korea. The proportion of Bachelor's degree in this field compared with Thailand, South Korea has much more than Thailand has because this field of study in Thailand is very expensive and is likely to focus on the theory rather than the operation. In addition, South Korea also promotes the researchers in the country very much (Charuporn).The last factor is the telecommunication of South Korea. The liberalization of telecommunication in South Korea is very important to the economic growth of the country. South Korea as a technology and industry country, telecommunication is one of the factors affecting to the economic growth. The liberalization of telecommunication leads to more competition in terms of quality. In the early, South Korea's telecommunication was considered as a monopoly by the government and then changed into the liberalization

because they were pressured from the United States and the other countries, most of them were discontent with the government monopoly only, Therefore, it must let the private sector to play their role within (Siriphat).

2.2.4 Financial

The cited literatures related to the topic have three issues as follow:

1. ธนินี อนันตชาติ. ความสัมพันธ์ระหว่างอัตราแลกเปลี่ยนของไทยกับอัตราแลกเปลี่ยนในภูมิภาคเอเชียกรณีศึกษา: ประเทศมาเลเซีย ฟิลิปปินส์ อินโดนีเซีย สิงคโปร์ เกาหลีใต้ ญี่ปุ่น (กรกฎาคม2540-ธันวาคม2543). มหาวิทยาลัยธรรมศาสตร์, 2544 (2001)
2. Nathaya Yindee. A comparative study of Foreign Debt servicing Capacity for Thailand, and Certain Other Countries with Similar Economic Problems, over 1991-2000. Dhurakij Pundit University, 2003
3. Weeraya Techaiya. The Development of Bond Market in Thailand. Master of Science (Business Economics). Kasetsart University, 1998

The findings of the research revealed that the study about Thai banknote started from the significant economic growth of Thailand during B.E.2538-2539. Therefore, the efficiency of the banknote is another factor that can reduce the reliance on investment fund and foreign shareholder, and raise fund from the domestic savings. From the comparative study between Thai banknote and South Korea banknote, it was found that the silver banknote was a majority of them. Ranked second was private debenture banknote that both are in similar proportion. Unlike the United States, Thailand, and Malaysia, most of which are a government banknote. Additionally, South Korean banknote is a banknote that has an insurance warranty, so it can reduce the risk too (Weeraya). In addition, for the ability of foreign debt payment, it was found that South Korea has an interest rate adjustment in lower risky with the ability to pay back for the foreign debt. (Thatinee)

Therefore, when compared to Thailand, the foreign exchange rate of Thailand is very sensitive to external factors. During the economic crisis or the volatility of the currency, Thailand called for the financial support from IMF, but it could not return to confidence in the financial system of Thailand. Compared with South Korea, it quickly recovered from the restructuring and strengthening of financial institutions even though South Korea called for the financial support from IMF, like Thailand. This helped the core businesses to be able to run as soon as possible. The study by two educators on this topic indicated that Thailand should have a silver banknote or a private debenture banknote more than the government banknote. It creates a warranty to reduce the risky of the investor and banknote itself. Moreover, it should adjust the structure of economic, which is quite sensitive because a good economic is based on a strong economic structure. When the economic crisis occurs, it will recover quickly as well as the case of South Korea that its banknote is the largest one in East Asia. Furthermore, it will be a warranty and credit for investors and financial institutions too. (Nutchaya)

2.2.5 Social insurance

The cited literature related to the topic has one issue.

1. Kanjana Thongsing. Social Security for Old Age: A comparison of Sweden, South Korea, Japan, and Thailand. Ramkhamhaeng University, 2007

The result of research was found that the compulsory age for joining social security of South Korea and Thailand, all of the people in the country and foreigners in the neighbors' countries are 71 and 70 percent. The allowance between Thailand and South Korea are similar including dependent rate. However, the difference is the income of population per capita of South Korea, which is more than Thailand. Therefore, it is able to see that the money of South Korea for funding is higher than Thailand. Moreover, South Korea has conditions, the formulation of retirement age and duration of delivery for the subsidy before retirement contributions. Sweden, South Korea, and Japan have the same disposition, but Thailand is in lower rank. In addition, the compensation

payment of South Korea has a pension payment for the old age closely to the status of the economic, which Thailand has not been optimized.

Summary of South Korea's economy

The importance factors in economic growth of South Korea are the export of entertainment culture, the education of science and technology, foreign investment and telecommunication.

For the financial of South Korea, it focuses on the development the debentures banknote or the banknote in private sector more than government sector with less risk.

For the social insurance, Thailand and South Korea rate are similar but different in case of the income per capita of South Korea has an income per capita much more than Thailand does. South Korea also has a pension payment for the old age that is closely to the status of the economic.

2.2.6 Social aspect of South Korea

The study of society of South Korea is divided into two topics: Buddhism and Others

2.2.7 Others

The cited literature related to this topic has one issue as follows:

1. GO GI WON. Attitude on diplomacy and National security of Koreans living in Thailand. Burapha University, 2007

From this study, 392 South Korean people living in Thailand were surveyed about the attitude towards the national security during B.E 2549(2006). It was found that South Koreans living in Thailand still have the nationalist feeling. It showed the desire to combine with North Korea and a feeling against the United States in terms of intervention, who plays an important role in economic, social, and political aspects of South Korea. Thus, it can say that the Korean society has not been contravened with emotion, attitude, social and cultural of the United States.

According to the Korean's point of view, most of them see that the reunification of the two Koreas requires the cooperation from the United States because the problem of North Korea's nuclear weapon production must be resolved. Most of which are cause of the migration of North Korean people. What is important is that South Korean people do not see North Korean as an enemy at all. From the survey of the historical knowledge about Korea, most of them agreed that North Korea did not invade South Korea, but China and Soviet Union did including the United Nations. It can be said that their comments agreed that the separation war occurred from the interference of foreigners who wanted to protect their own interests and power by using North Korea as the representative.

However, the success of the reunification of the two Korea is based on the cooperation and the trust with each other, which are quite important. According to the result of survey research about the Korean government, most of them agreed that they could not trust or rely on the governments of South Korea.

Conclusion

The attitude of South Koreans living in Thailand towards the national security shows that South Korea people see North Korea as friend more than they see the United States. Because the feeling of nationalism is important, most of South Korean people agreed that they could not trust the government. For the issue of the reunification, the majority agreed that the United States is a key factor to this event.

2.3 Korea's international relations

The cited literatures related to the topic have two titles as follow:

1. Darawadee Apatsarayot. U.S. Foreign Policy towards the Korean peninsula during 1998-2000. Ramkhamhaeng University, 2001
2. Suhacha Chaowalitpreecha. The problem of Nuclear weapons in the Korean peninsula: in the case study of the democratic republic peoples' of Korea, Ramkhamheang University, 2007

After the World War II, the United States and Soviet Union became the powerful countries. These two countries are also the cause of the Korean peninsula separation with the difference of political ideology. North Korea was influenced by communism led by Soviet Union, whereas South Korea was guided by democracy led by the United States. After the end of the Cold War (1989-1991), the United States became the hegemonic super power country.

The international relationship among the United States, North Korea, and South Korea presented in the form of state interest. Due to the geography condition of North and South Korea, it has affected to the political and diplomat of the United States to some extent which is the proliferation of communism defense 1950-1960. One of the most important issues is the stability in the Korean peninsula. The problem of North Korea nuclear production made North Korea plays the vital role to the international policies of the United States. It has shown in the clearance of nuclear weapons in the Asia Pacific region. The action of North Korea in terms of nuclear development led them on the list of nuclear proliferation country, where is opposite to the United States' propaganda. Therefore, the United States see North Korea as an enemy called the terrorism state as the nuclear that North Korea possesses can attack the United States Alliance countries, like Japan and South Korea easily. Moreover, if the war occurs, the United States must participate in the security treaty that they signed together. It is clearly seen that after the World War II, nuclear weapons have become the appliance for the balance of power among states, which cannot refuse. North Korea itself has produced the nuclear weapon for reason of self-defending. This is why the United States military forces are now in South Korea.

The next targets of the US international policy are to stabilize and bring peace on the Korean peninsula, to support the human right, and to open the world market in the Korean peninsula.

The third target is to support in humanism. As North Korean people are suffering from malnutrition, the United States had to help via international organizations such as the World Food Program (WFP). The United States also helped easing the effect from natural disasters in North Korea under Potato Project.

The fourth target is to open up the world market on the Korean peninsula. The United States invested in South Korea immensely. If the United States can invest in North Korea, the United States economy can be prospered because of the cheap labor. Sometimes the United States decreases the boycott to North Korea in order to let South Korea invest in North Korea. Up to present, the United States and North Korea have not had any economic relationship. On the contrary, the United States and South Korea have a very good relationship in both politics and economics. They have trade and investment with high rate. The United States also tries to open the Korean market by using financial organizations such as IMF (International Monetary Fund). The United States paid very attention to APEC (**Asia-Pacific Economic Cooperation**) economy because the United States used APEC to boycott North and South Korea when they did not do what the United States recommended. However, the boycott does not give much impact to North Korea because North Korea is under Juche ideology meaning as to be independent. In contrast, South Korea is affected from the United States both in economic and social aspects.

According to what stated, it can be concluded that the fourth aim of the United States accomplished. Nevertheless, other three aims are failed to free the Korean peninsula from the nuclear weapon, to keep peace on the Korean peninsula, and to promote the international stability due to the nuclear weapon development of North Korea is still continuing. From the viewpoint of analysts, the United States is still the key factor in the Korea Unification and the nuclear weapon development discontinuation (Darawadee pp.4-5).

The United States has many investments in South Korea; thus, to boost the investment, it reduced the boycotts to North Korea in order to reinforce South Korea's investment as North Korea has a cheap labor market. However, the problem is that the United States and North Korea did not progress on the economic sector unlike South Korea. In addition, the United States and South Korea have closer relationships both in economic relationship as well as in the politics.

With the high trade-investment of South Korea and the United States, the United States attempted to open the free-market in South Korea in the form of the American style via the IMF, the financial institution of the United States. This subject was important to the United States in terms of the tool to punish North and South Korea when they were out of the control. Nevertheless, it was not very effective, especially the boycott to North Korea because of North Korea is the land of Juche', which means that everything depends on the decision of leader. For the South Korea, the United States has always played the vital role in social sector through the economic sector. It can be said that the United States reached the fourth target in the case of South Korea which is the world market, while other three targets have collapsed which are the clearance of North Korea nuclear weapons on the Korean peninsula, bring peace to the Korean peninsula, and serve the international stability

(darawadee Apatsarayot page 4-5)

2.4 The Relationship between China and Korea

The cited literatures related to the topic have three titles, which are:

1. Baralee Sukontharangsri. The Establishment of Diplomatic Relations between China and South Korea in 1992. Chulalongkorn University, 1996

2. คารินทร์ อธิธิพรพิทักษ์. ประเด็นปัญหาการพัฒนาอาวชนิวเคลียร์เกาหลีเหนือในความสัมพันธ์จีนกับสหรัฐฯ. จุฬาลงกรณ์มหาวิทยาลัย, 2540(1997)

3. Yupadee Sawasdichai. China's Roles in Nuclear Crisis' on the Korean Peninsula. Chulalongkorn University, 2007

2.4.1 The relationship between China and North Korea

The relationship between China and North Korea has shown on the positive way. The internal factors, which are the policies and the idea of china's leader, mainly support North Korea in terms of Communism ideology. Moreover, they also share history, semi-history and the economics history together such as North Korean refugee policy and trade –investment policy. Another example is Korean War (1950-1953) that China sent troops to support North Korea for fighting with South Korea and Alliances.

The external factor is the geographical security of China. With the fact that North Korea is like the buffer state of China, the changing of the political and economic of the North Korea has an effect to the internal stability of china. As a result, China does not want North Korea to collapse. North Korea resigned from Parties to the non-proliferation of nuclear weapons in 1985 because North Korea did not consent with the IAEA (International Atomic Energy Agency) that asked to monitor in the restricted area of North Korea. This displeased the United States very much. Therefore, the United States decided to boycott North Korea via the authority of the United Nations in order to pressure on North Korea to stop the nuclear development project. However, China always vetoed because it saw that this forced on North Korea too much. China has come in to play the vital role on the North Korea nuclear problem by the anti-imperialism and non-interfere policy of the country such as setting-up the army outsidess the own land of the superpower countries. In addition, China adheres to five principles of peaceful. These are reasons why china played the pivotal of North Korea nuclear problem. In addition to the stated motivation, it also helps to maintain the stability and peace on the Korean peninsula for China's sustainable development. (Yuphadee Sawadeechai: 2007)

As the CIA (Central Intelligent Agency) reported that North Korea used nuclear power plants, which it claimed that it used the power in peaceful way to produce the nuclear weapon for the military used, The United States stepped up its role as a key

actor in this issue because the nuclear issue is contrary to the U.S policy on the Korean peninsula.

During the first period, the United States used the hard-boiled policy to North Korea with the failure of the boycott measurement to pressure North Korea to stop the program. North Korea at that time had a bad reaction toward the United States as well. China realized that the United States policies, which were not in the line of China's policies, had too much pressure to North Korea. Therefore, it came to be a mediator on the talks between North Korea and the United States. Bill Clinton, the former president of the United States, was in charge at that time and regarded that China's could possibly change North Korea reaction into way that the U.S wanted. Thus, the U.S decided to have a better and closer relationship with China. Additionally, the economic connection between the US and China was also very important during that time as the Asia Pacific region was expected to be the economics zone in the 20 century. Therefore, making closure relationship with China would benefit the US too. In China's viewpoint, it maintained the ideology not to pressure North Korea and supported the negotiation with more compromising action toward North Korea. It can be said that the relationship between China and North Korea depends on both of interest and the internal policy of China itself. (Darin: 1997)

In the analysts' point of view towards the North Korea nuclear development issue, China is the key actor that can stop North Korea doing so as they are neighborhood and alliance since the Korean War. Thus, the United States needs to cooperate with China (Darin: 2540).

2.4.2 The Relationship between China and South Korea

China and South Korea established the diplomat relationship on 24 August 1992 after the long lost connection even in the economic aspect after the Korean War in 1953. Because China helped North Korea in the Korean War, the relationship between China and South Korea was full of skepticism. Its effects caused a very good relationship

between South Korea and the United States. As the United States and China are on the opposition, China was dissatisfied with South Korea.

The first relationship between China and South Korea was quite different from China and North Korea one because of the Korean War. During the war, China sent the army force to help North Korea fighting extremely. As a result, the trust between China and South Korea was uncertain and full of suspicion. Another reason causing the suspect is the relationship between South Korea and the United States, which supported the anti-communism. Therefore, the offensive of China to South Korea had more profound. However, after the death of the president Zhou Enlai and Mao Zedong in 1976, China had changed its act toward South Korea because of the economic reform policy during the time of the president Deng Xiaoping known as the “Socialist market economy” in 1978. This policy is the combination between the capital and socialist economy: thus, it is compulsory that China had to develop the relationship with South Korea in order to be a key player in the global market. Meanwhile, China was also aware of the relationship with North Korea in terms of geography as its important (Bralee Sukonrangsri: 1996). It is obviously that the relationship between China and South Korea was mainly based on the economic more than the political interest unlike North Korea’s.

The external factor is also a part of force boosting China to have a diplomat relationship with South Korea. After the collapse of Soviet Union, the powerful countries paid attention to the economic development increasingly. The United States also decreased the military role and increased the economic development by using cross recognition. Soviet Union and South Korea established their relationship at that time as well with the summit meeting on 5 June 1990. Therefore, the closure between Soviet Union and North Korea decreased. China realized that it must contact with South Korea with the least effect to North Korea relationship. After the meeting between South Korea and Soviet Union, China proposed opening trade offices in Beijing and Seoul.

As a result, the trade between China and South Korea began after the proposition 20 days. Later, North Korea and South Korea entered into the UN as members without the veto from China.

South Korea established the diplomat relationship with China because the United States changed the policy that was pro-China. However, the relationship between South Korea and China mostly emphasized on the economy.

2.4.3 The relationship between Japan and Korea

The cited literatures related to the topic have four issues as follow:

1. Suranuch Boonbaichaiyapheuk. Problems of and obstacles to the establishment of Diplomatic relations between Japan and North Korea 1990-1994. Chulalongkorn University, 2539(1996)
2. Chusak Tangsakul. Japanese foreign policy toward Korean reunification in the Post Cold War Era. Thammasat University, 2002
3. Panita Chaisorn. The expending role of Japan's self-defense roles in the post-Cold war era. Chulalongkorn University, 2003(B.E.2546)
4. สุทธิศักดิ์ ศรีแดงอ่อน. นโยบายต่างประเทศของญี่ปุ่นต่อคาบสมุทรเกาหลียุคสงครามเย็น: กรณีการสถาปนาความสัมพันธ์ทางการทูตกับเกาหลีเหนือ. มหาวิทยาลัยธรรมศาสตร์, 2550(2007)

After the Cold War, the powerful countries mainly had policies to develop the economic relationship. For example, the economic relationship between the United States, Japan and Soviet Union in 1989, South Korea and Soviet Union in 1990, China and South Korea in 1992, and Japan and China in 1972. However, Japan could not establish the relationship with North Korea even Japan desired to do so considerably.

From the viewpoint of analysts, it shows that Japan wanted to establish the relationship with North Korea because Japan was afraid of the unification of two Koreas. This is because of the colonization that Japan occupied Korea for 35 years. The

change on the Korean peninsula affects to the security of Japan especially the unification of Korea.

Moreover, the foreign policy of Japan towards the Korean peninsula was still unchanged since the end of the Korean War until the end of the Cold War. The policy content is not to support the Korean unification, but to support the peace between two Koreas, including the support of cross recognition. Nevertheless, Japan still wanted to establish the diplomat relationship with North Korea to decrease the hard act of North Korea and the cruel image of Japan, and to increase the economic benefit. However, there were many constraints both from internal and external factors of Japan. (Chusak: 2002) External factor is the foreign policy of the United States towards North Korea. The United States had much influence towards the foreign policy of Japan greatly according that after the end of the World War II, Japan was under the provision of the United States. Thus, Japan depends on the United States both in economy and in security. Another external factor is South Korea. South Korea did not want Japan to have further relationship with North Korea because South Korea was afraid that North Korea might ask Japan for the War reparations and use that money to improve the military force. Therefore, South Korea used the influence of the United States to pressure Japan by using the point of developing nuclear weapon of North Korea as an excuse to stop Japan from developing the relationship with North Korea.

The internal factor is also a key constraint to develop the relationship between Japan and North Korea. The change from the Communist party into the Democrat Party caused the change of support North Korea. Even though Japan wanted to develop the relationship with North Korea, it still depended on the United States. Another internal factor is the Japan leaders who decided what act should be responded towards North Korea.

Factors affecting of the relationship between Japan and North Korea are not only the colonization under the Japanese empire for 35 years (1910-1945) considered as a

ghastly time for Koreans, but also the “Comfort Women,” who were Korean sex slaves forced by the Japanese soldier during the World War II. After the end of the War, Japan succumbed and then the Korean peninsula has been separated by different political ideologies. This, later, resulted in the Korean War (1950-1953). All of these factors deterred North Korea relationship. Moreover, North Koreans themselves also had faith and respect for the leader as Kim Il Sung as he fought for the independence from Japan (Kunthiya 49, 55, 60). There was also the internal factor of Japan itself that was a major obstacle in the development of the relationship with North Korea. That factor is that the turn of power of the Communist Party of Japan, which had been promoting the relationship with North Korea, into the outstanding of Democratic Party. As a result, the policy of the party toward North Korea was changed in alliance with the United States, who played a pivotal as a policy controller. In other words, the US is another factor shaping the relationship between Japan and North Korea as the US’s viewed North Korea as an enemy. However, Japan had to concentrate on the relationship with this superpower country as much as possible because the security treaty between the two countries have influenced to Japan’s foreign policy dramatically. Even if Japan would like to develop relationship with North Korea, they must report to the United States. Another main internal factor was Japan’s leader in changing policies that were lenient or harsh on North Korea (Suthisak) and the case that a Japanese was kidnapped by North Korea’s agency to teach them a language for spying in Japan and acting like a rouge state. In particular, the nuclear development programme of North Korea is one of reasons that impulses self-defense army of Japan stronger (Patina). The other important factor is that South Korea was one of the obstacles to establish the relationships with North Korea because South Korea did not want Japan to have a closer relationship with North Korea than her by using the power of the United States to pressure Japan. Thus, the relationship development planning of Japan toward North Korea has been stagnant. It is believed that the end of the nuclear problem will help better these two countries’

relationship. Meanwhile, the North Korea's viewpoint to Japan was not so good, it is a better that makes Japan, and North Korea can not build the relationship harmoniously.

For the issues of integration of the Korean peninsula is based on national interest, security and the balance of the economic power of Japan. It can be said that Japan was pleased to see the two countries have divided. However, Japan needed to continue and maintain good relations with South Korea as well as the effort to develop diplomatic relations with North Korea in order to promote peace and rapprochement on the Korean peninsula without the nuclear production of North and South Korea. Nevertheless, Japan still did not want the reunification of the two Korea in the short term.

(Chusak: 2002).

2.4.5 The relationship between Soviet Union and Korea.

The cited literature related to the topic has one issue as follows:

1. ทรงลักษณ์ เกตุชุมพล. บทบาทของโซเวียตในคาบสมุทรเกาหลี. มหาวิทยาลัยธรรมศาสตร์, 2535

Soviet Union had its role on the Korean peninsula since the middle of 17C. and spread out its influence over the northern part of the Korean peninsula. After the end of the Second World War, Soviet Union disarmed the Japanese military force over 38°, while the United States was responsible for the lower part of 38°. Due to this, the separation of two Korea is still the issue needed to be solved.

Soviet Union as a communist did not contact with South Korea at all until 1971. However, although after that they established the relationship, their relationship does not involve with politics.

The Soviet Union had a little connection to the Korean peninsula. After the end of the World War II, the Soviet Union experienced the economic problem due to the domestic economic policy as Socialism. The course had picked the Presidential, Mikhail Gorbachev who inaugurated for the economic reform policies called as "glasnost" (openness), "perestroika" (restructuring) in 1985. Therefore, to reduce North

Korea support was necessary for them. During this period, North Korea itself had turned more relationship with China than Soviet Union. Soviet Union, at the time, reduced an umbrage and adjust economic relations with South Korea, who was a new industrial country and started having problem. Due to economic deprivation with shortages of raw material and cheaper labors of the time, it caused South Korea economic policies of the Soviet Union at the time. However, they were also aware of the relationship with North Korea and were alert to the acceleration of domestic economic recovery of the United States and China. Thus, the economic power was more important than other thought for limiting the pressure from the superpowers (Songlak Gatchumpon pp.65-67). It can be said that the relationship between Soviet and the two Koreas was more the economic interest than the political interest. As other effects have never happened to Soviet Union when there was a change to the two Koreas, Soviet Union concentrates in developing its economic as well as make normalization with North and South Koreas.

2. Korean Affair in Thai

The relationship between Thailand and South Korea

For the relationship issues between Thailand and South Korea is divided into three topics: trade and investment, tourism, and the Korean's society in Thailand

2.1 Trade and Investment

The cited literatures related to this topic have five titles as follow:

1. Sarawut Sukwinya. An analysis of sugar export potential of Thailand. Ramkamheang University, 2003
2. Kasemsak Naka. Direct investment from South Korea and the trade. Ramkhamhaeng University, 2007
3. Panee Sintanabadee. The demand for Thai natural rubber imports by the republic of Korea. Ramkhamhaeng University, 2008

4. Atchara Chabang. Factors affecting the importing of Thai frozen shrimp by the republic of Korea. Ramkhamhaeng University, 2008

5. Suchada Satsakul. Factors influencing the export value of Thai electrical circuit boards exports to the republic of Korea. Ramkhamhaeng University, 2009

Currently the international trade and investment are increasingly important to the developing countries. Thailand is not excluded. The direct investment from abroad helps boost the economy, especially when trading with countries that are successful in economic development such as South Korea. South Korea recovered from the economic crisis rapidly during 1996-1997. In 2001, South Korea was also ranked the tenth of the world economy.

The relationship issues between Thailand and Korea in terms of trade and investment. The educators aimed to study in Thailand's export product to Korea mainly on sugar, frozen shrimp, and rubber. Later on, the economic structure had changed and paid more attention on industrial goods such as circuit boards.

The result was found that important factors in all exports to Korea was Gross domestic product (GDP) or Gross Domestic Income (GDI), which are the indicator of a country's overall official economic output. If the GDP of South Korea is high and the value of Thai's baht is weak, the opportunity to purchase goods from Thailand would be also high. Another important factor was the foreign exchange rates per U.S. Dollar's also has affected to export for Thai's rubber. Because South Korea is car industrial country such as **KIA** and **DAEWOO**, it is necessary to buy a rubber, a raw material in manufacturing car tires, from Thailand. In food sector, the key factor affecting the frozen shrimp export of it to South Korea was GDP of South Korea. What's more important is the quality and safety of the products, which they are very strict. Because South Korea buys the fresh shrimp and rubber from other countries as well, it is necessary for Thailand to control a standard of products quality and safety in order to

be able to serve and stay in competitive market with other trading partners of South Korea such as Indonesia. In addition, tax and non-tax are barriers to put the products into South Korea also. For the sugar, in addition to GDP which is the important factor to delivery it to Korea, price and demand of the South Korean people were also important factors as same as in the circuit board. In this sector, it mostly depends on GDP and the exchange rate of one Thai baht per one won. (Sarawut, Kasemsak, Panee, Atchara, Suchada)

Moreover, it was found that GDP of South Korea has a correlation with Thailand's export in long term. This was important because the foreign trade and investment have potential to reach the economic development in the future.

In conclusion, the important factors that South Korea would purchase goods from Thailand are the economic situation in Korea itself and external factors as the quality, price, and other trading partners of South Korea.

2.2 Tourism

The cited literatures related to the topic have four titles as

1. Mareerat Sookri. An Analysis of Demand for the Tourists from Asia-Pacific Region Coming to Thailand by Air. Kasetsart University, 1997
2. Phatpitcha Boolnim. Determinants of Pattern of Tourists expenditure in Thailand: Case study of non-package tourists from East Asia. Chulalongkorn University, 2004
3. Ekawat Dechsakul. Factors Influential for International Tourist Demand: the cases of Korean and Japanese Tourists. Kasetsart University, 2007
4. มินคยอง แบ. ทัศนคติของนักท่องเที่ยวชาวเกาหลีเกี่ยวกับการท่องเที่ยวในกรุงเทพมหานคร. มหาวิทยาลัยเกริก, 2551(2008)

Nowadays, tourism industry is also gaining more attention as well as being more competitive, especially in Southeast Asia. Tourism is an industry that is a very

important factor to Thailand's economic growth, and its target was the higher GDP countries such as Singapore, China, Japan, and South Korea.

From the analysis, it is found that the demand factor of Korean tourists to come to Thailand is also based on Gross domestic product (GDP) in South Korea. If South Korea has high GDP, the demand to travel aboard will be high too. This is because people can spend more money (Ekawat, Maleerat). However, another important factors that people decided to travel in Thailand are safety and tour offer, which mostly is a fraud with a cheaper price and claim that it has height-quality as well as a standard tours. This is the major problems that South Korean tourists have seen, which is from the study of Min Young Bae, the educators who study about the attitude of South Korean tourist in Bangkok. Because South Korean tourists focus more on the travel trips in the countries, more than the shopping for souvenirs or accommodation pays, thus, Thailand should adjust a standard to support the countries with high GDP for the flow of money from abroad especially from South Korea.

2.3 The Korean's society in Thailand

Corporate culture

The cited literatures related to the topic have two issues as follow:

1. Orawan Rutsamee: The relationship between corporate culture and leadership styles Thai middle mangers in Korean multinational cooperation in the Eastern region of Thailand. Burapha University, 2004
2. Pinwadee Niyomwan. Perception of work culture between Korean managers and Thai co-workers: case study in Korean firms in Chon-buri province. Burapha University, 2005

Thailand and South Korea have the social relationship due to multinational investment that has launched several companies in Thailand, especially, in the East of Thailand. This region has many of foreign investors for particular attention, particularly

in Chonburi province, where is adjacent to the seacoast and population per capita income ranked the third quarter of the country (Orawan). These multinational corporations adopt Thai staff to work with in a large number, especially, the multinational co-operations of South Korea. From the study of the corporate culture in Thailand, it is found that South Korean corporate culture was similar to the culture of Thailand such as to respect to the elders and the interaction with the boss would give the opportunity to reach to higher positions (Pinwadee 2548). Nevertheless, there are things different that are the Koreans are always serious and self –discipline in work where as Thai people are quite often absent, late, lack discipline, and planning. Most of the Korean companies in Thailand have the management system called controller, which Thai employees are the middle executives, while Korean people are senior executives. The middle executives are a key factor driving the organization because they are considered as a connection between the low and high levels of people in the organization. However, the South Korean boss and Thai colleagues are still compatible since Thai people are usually a follower, humble, and not argue (Orawan: 2004).

2.4 The Relationship between North and South Korea

The relationship between North and South Korea are included in the issue of the reunification of the Korean peninsula. The cited literatures related to the topic have three issues as follow:

1. ศากุล สีหไต้. การรวมประเทศเกาหลี. มหาวิทยาลัยธรรมศาสตร์. 2531(1988)
2. Sedthapanth Krajangwongs. The problems of Korean Reunification (1988-1990). Chulalongkorn University, 1992
3. Piyakorn Samaikul. Korean Unification on the 21st decade. Ramkhamhaeng University, 2003

In the study of relationship between South and North Korea, all educators focus on the chronic problem and the reunification issue. Both North and South Korea are not likely to be together soon. The results showed that the problems and obstacles of

the integration between the two countries depend on internal and external factors that were not conducive to the combination of the two.

2.5 External factors

External factors that impede the reunification between North and South Korea are four superpower countries: the United States, Japan, China, and Russia. For the benefit of their nations, the separation of the Korean peninsula must be maintained.

2.5.1 The United States

The United States is a country that came into the limelight on the Korean peninsula since the end of the World War II with the cooperation with the Soviet Union to disarm the Japanese army force. Korea was divided into two parts, North and South. The United States was responsible for the southern part of the Korean peninsula and the Soviet Union was responsible for the Northern part of the peninsula. The conflict of the free world and communist ideologies called “Cold War” had caused the separation of the Korean peninsula until now. The analysis found that the United States has a hidden agenda to stance on the merger of the Korean peninsula without serious attitude to merge of them. The United States used South Korea as a checkpoint to prevent the spread of communist ideology in East Asia, which affected to the security of the United States. Therefore, the US’s army took a base in South Korea for this reason (Sakul Srihatai pp.57). Most countries pay attention towards the North and South Korea on political and economic issues after the reunification. They wonder about the state of politics and economic that Korea will have after the reunification. These are the points concerned with all relevant issues of major powers and have to focus on as each country not to desire to lose their own benefit of the countries during the Korean peninsula have been divided into two countries indeed (Piyakorn Samaikul p.p 86).

2.5.2 Japan

Although Japan did not concern with the separation of the Korean peninsula at the beginning, before the World War II, Japan had greatly influenced over the Korean

peninsula as a colony (1910-1945). However, at the end of the World War II, Japan yielded to the War and less influenced over them. Nevertheless, the results from Japan occupied on Korea still have left in the memories of Koreans and the Japanese's occupation is also another cornerstone of the Korean peninsula separation that Japan is unable to deny it (Piyakorn Samaikul p.p90). The Japan's policy on the reunification of the Korean peninsula is based on the national interest and the security of the country as well, especially the economic issue and the geography condition of Korea. These issues are important to Japan's security. Korea is like a sharp knife that aims to end Japan. (Sakul Srihatai p.p58). About the Korean reunification, Japan concerns that Korea might be a major competitor and U.S military based in South Korea may need to pull away and then, Korea would cooperate with China, Korea, and Russia to balance the economic power to Japan.

2.5.3China

China did not play the vital role on the Korean peninsula separating but it took a role-play in merging of the Korean peninsula because China sent the army to uphold North Korea during the Korean War (1950-1953).

From the research, it revealed that China's policy on the Korean peninsula at the beginning focused on the China's security since China and Soviet Union have an influence over the North Korea's communist Party. China and Soviet had supported North Korea since the Korean War with the military contribution from China and the weapons aliment from Soviet Union. In addition, due to the geography conditions, the border of China and North Korea are closer. China realized that North Korea is like a hammer to beat them or to be the tongue to prevent teeth (China), meanwhile considered North Korea as a buffer state to protect China from external aggression too. The relationship between China and North Korea has since the history in the form of protection state by China's responsibility. China began to take up the role from the Korean peninsula in supporting the combination of three kingdoms together (Sakul

Srihatai p.p.62-64). From those reasons, China needed to see the Korean peninsula in secluding conditions (Sakul Srihatai p.p.64-65). However, it was later found that the economic issue becomes to play the critical role to China if the reunification of the Korean peninsula occurred with the majestic of North Korea military combined with the conventional weapons of South Korea. Korea, then, may have a strong military force. Moreover, if North Korea has the capability to develop nuclear weapons, Korea would become the regional superpower at the time. This is the state of Korea that China and Japan do not want to happen. Moreover, the economic potential of South Korea could cause the economic regression of North Korea. It can make the two Korea's economy stronger in long term like Germany. In particular, for the natural resources of North Korea, it can assist South Korea to improve the technology, which can empower the economy. When China sees the future of the two Koreas could cause stronger in economy, China still needs North Korea to be a buffer state in terms of economic territory because Korea can become a major economic competitor of China. Therefore, China need to see North and South Koreas coexist in peace rather than unify as a country in the near future in order to create the stability of its the economy first. (Piyakorn Samaikul p.p.89-90)

2.5.4 Soviet Union

Soviet Union, in the past, played a critical role in the Korean peninsula separation. From the research, it was found that the policy of Soviet Union towards the Korean peninsula at the beginning aimed to compete with US' influence, to blockade China, to complete with China to have an influence over North Korea's communism party and for the benefit of the strategy (Sakul Sriaatrai p.p.68). However, after the end of The Cold War, the collapse of Soviet Union occurred and Soviet Union then has become Russia. After that, it reduced its role on the Korean peninsula extremely. Russia has never concerned with the reunification of the Korean peninsula in the condition of the

director. Therefore, if the two Koreas combine together, Russia will be an observer states only.

After the end of the Cold War, Russia refused to renew a security treaty or joint security protection with North Korea, which ended in 1996. It reflects the intention of Russia on the issues as well. (Piyakorn Salmaikul p.p.88)

2.5.5 Internal factor

2.5.5.1 Economic factor

From the research, it indicated that the economic structure of North and South Korea was extremely divergent. With the Social-communist system that North Korea has taken to be a guideline in developing the country, it is a system to one man order, using the centralize planning and was controlled by the state. Moreover, the economic system of North Korea is integrated to Juche' ideology or called self-reliance. While South Korea's economic, policy is a liberal free trade. The government does not intervene into the internal affair. Apparently, it is very different from North Korea.

South Korea was led to the free economic system resulting in a growth of the economy rapidly. Therefore, the effect of the difference is a major problem if the two Koreas unify together. South Korea will need to one million dollars to invest in North Korea (Sethaphan Kachangwong p.p.29, Sakul Srihatai p.p.77.78, Piyakorn Samaiku p.p. 8.-82).

2.5.5.2 Social factor

From the research, it was found that a social factor was one of the factors that were a barrier of the reunification of North and South Korea. Due to the socialist society of North Korea, it is a closed social and dominated all lives under the control of the worker party. Furthermore, the foreign culture is not allowed to publish in the country. As a result, North Korean people has secluded from the outside world. To compare the status of living with other countries was impossible. It also includes the lack of freedom to criticize the government about how well they create well-being to

the people. However, from hearsay of analysts showing North Korean people express to the outside world that they are proud and satisfied with their society. It can be stated that the lifestyle significantly differs from each other and did not communicate for long time. It does not cause learning as “Knowing one other.” Thus, changing their lifestyle for supporting the social leading to a new establishment is not conducive (Sakul Srihatai p.p.81, 83, Piyakorn Samaikul p.p.80, Sethapahn Kajangwong p.p.36).

2.5.5.3 Political factors

2.5.3.1 Political ideology

From the analysts’ point of view towards the constraints of the Korean peninsula unification, there are various opinions due to the period of time in studying. Sakul ไต้ย studied in the period of the end of the Cold War. Constraints are from the internal and external factors of two Koreas. **Sedthapham Krajangwong** studied after the end of the Cold War. He sees that the powerful countries decreased their role in the Korean peninsula. Therefore, internal factor can promote the unification. North and South Korea did not contact with each other for more than 40 years. Thus, two countries have so many differences, in economy, society, politics, and culture in particular. These are the constraints of the unification. **Preeyakorn Samaikul** studied during the 20th century giving the similar reasons that Sakul Srihatai mentioned. The additional point that Preeyakorn Samaikul made is about the nuclear weapon of North Korea and the change of the United States president. These factors affect the use of the policy towards North Korea. This caused the difficulty to unify two Koreas. These three analysts have the similar viewpoint mentioning that if two Koreas want to unify, they have to trust each other, decrease the constraint of the internal and external factors, nuclear weapon issue in particular.

The ideologies between North and South Korea are different. As stated that North Korea committed to communist ideology, which depends on the decision power of the leadership and based on the idea of Juche’ that focused on self-reliance and

unwelcome foreign intervention, the political regime of North Korea looks like a dictatorship. It has no way to check acceptance with democratic countries, like South Korea. Therefore, the political ideologies of the two countries are in opposite direction, each party adamant in their stance (Piyakorn Samaikul p.p.79 Sakul Srihatai p.p.84).

2.5.3.2 The role and the ideology idea of North and South Korean leaders.

All of the South Korean presidents have anti–communism ideology including the president Kim Young Sam or Kim Dae Chung, who had the friendship policy towards North Korea. The presidents, who were at the extreme of anti – communism, are Syng Man Rhee B.E.2491-2503, Park Jung Hee B.E. 2504-2522, and Chun Doo Hwan B.E. 523-2530 who declared the law and the martial law. Even the most of dictator the president Park Jung Hee establishing the Yushin Constitution used it as a tool to arrest the protestors was the person with the strongest anti-communism ideology. This causes the condition of the enemy between North and South Korea. (Sethaphan Kachangwong p.p.42-43, Sakul Srihatai p.p.84, Piyakorn Samaikul p.p.79)

2.5.4 The language and culture structure.

2.5.4.1 The Korean Language toward the reunification problem

From the analysis, it is found that the language is one of the factors obstructing the reunification of the two Koreas. It can be divided into four points as follow:

1. The difference to call Korea in a country

North Koreans call their own country “Choson,” which believed to the angels, who built Korea. In contrast, South Korea chose the name, Republic of Korea (Taehan’Min guk) and called the Korean peninsula that the Land of Han or (Hankuk). As a result, if the reunification occurs, the problem will be the agreement to what they call the Korea after the two Koreas conglomerate.

2. To improve and create a new word

After establishing the two Koreas, the two governments’ policies were to cut the Chinese characteristic inserted into Korean language. Both sides announced that they

would take the different Chinese characters from Korean language to all and try to create a new language and word spelling Han Keul. In fact, if the reunification occurs, the use of Han Keul language is too complicated. It is difficult for Korean because Korean language influenced from Chinese language. To create a new word without any agreement, the dissolution of the unity of language will increase.

3. The meaning of some keywords.

The meaning of some keywords in the Korean language is the same word but has different meanings. For example, the word “Sonsang” in North Korea is used to penetrate a compliment, but in South Korea, it is used as the cynical contempt.

4. Values of Art towards reunification problem

The analysis found that the literature of South Korea goes out in the line called “Critical realism” that reflects the nature of the reality of human society. The South Korean literature and film that sent out is filled with magic inlay and sometimes inserted about anti-communist ideology along with the love of young teenagers mixing with happiness and suffer.

The North Korean literature reflects in the form of socialism, which shows the principle reality along the way of socialism. The literary is created in order to show the “**Juche**’ ideology”. It is not only the story of particular family or young generations, but also can be distributed out to the various viewers.

2.6.5 Factors of the interest and the needs of North and South Korea’s reunification

2.6.5.1 People

The study found that people is an influencing factor to the reunification of the two Koreas extremely. As people saw the example of integration of East and West Germany, they saw the economic disruption. German economy plummeted and nearly collapsed. However, in the end, Germany was able to return to the world’s greatest economy again.

As we can see from the Olympics in Sydney in 2000 and the competition in Asian Games in Busan, where South Korea was the host, it was a sign of the patriotism from South Korea society as the world has recognized in one of Korea. It indicated that North and South Korea want to reunify the country rather than to maintain separated. If North Koreans were not to blocked the perception from the outside world and have right to express of the thinking, it would be a beneficial to reunify in the future (Piyakorn Samaikul p.p.84)

2.6.5.2 Economy

The study found that although the economy of North and South Korea are different, the economy of both countries could meet each other very well. It is because North Korea has many resources and South Korea needs to purchase various minerals for commercial production industry and North Korea herself has to buy the export products from South Korea.

In addition, South Korea is a modern technology industry. North Korea will benefit from the learning of the modern technology. It will also be able to access to the US market with the connection without going through the agencies, such as Hong Kong and Singapore, in order to purchase goods from capitalist countries. The economic cooperation as mentioned will enable Korean economy to be strongest in the world. It is also able to resist the overwhelmed economy of Japan and promote the trade relationship with the United States and Western European. (Sethaphan Kajangwong p.p. 12, Sakul Srihatai p.p96-97)

2.6.5.3 Politics

The study found that if North Korea tries to liaise with South Korea relationship, it will lead to the negotiation with the United States and North Korea would have a credit to loan the money for ending the foreign debt, which may lead to the verification of the superpowers as well.

However, although the reunification of the two countries would benefit, there was a problem affecting the closed society and the adjustment for the economy of North Korea (Sethaphan Kajangwong p.p.98-99)

Summary of the International Relations of Korea

The relationship between the two Koreas and the four superpower countries are mainly based on the interest of individual countries including the advantage of the reunification of the Korean peninsula. Nevertheless, the relationship between Thailand and Korea is mostly about the trade and the investment rather than political issue.

5. Culture

The theses related to Korean culture are all divided into seven topics as: the influence of Korean culture to the Thai's society 13 issues, the consumption of Korean products two issues, Korean drama 10 issues, literature two issues, linguistic five issues, the representatives to spread out of Korean culture nine issues, and the strategies to spread out of Korean culture two issue.

5.1 the influence of Korean culture to the Thai's society

The cited literatures related to the topic have 13 issues as follow:

1. Chutima Chunhakan. Behavioral Imitation of Korean Culture from Korean Entertainment Media among Thai Teenagers. Chulalongkorn University, 2007
2. Varissara Vedhsuphorn. Survey research of the Bangkok Metropolitan Audiences on Their exposure Behavior and Gratification towards the Korean Television Dramas Program. Thammasat University, 2007
3. วีระวรรณ, ศิริพร, สุภารัตน์. การศึกษาอิทธิพลของละครเกาหลีที่ส่งผลต่อพฤติกรรมการบริโภคเทรนด์เกาหลีของประชากรในกรุงเทพมหานคร. มหาวิทยาลัยนเรศวร, 2550(2007)
4. Phannipa Ngamjittiampai. Product Factors Affecting Behavior of Consumers in Bangkok toward the Purchase of Korean Movies and Korean Series. Srinakharinwirot University, 2005

5. Woranuch Tantiwitidpong. Korean Singers Maniac among Thai Teenagers. Chulalongkorn University, 2008
6. ยุทธนา รักธรรม. ทัศนคติของเด็กวัยรุ่นไทยที่มีต่อสื่อสื่อบันเทิงและศิลปินเกาหลีทางสื่อโทรทัศน์ไทย. มหาวิทยาลัยเกริก, 2551(2008)
7. Preeyaporn Seubsawasde. Media Exposure and Perception of Rajabhat University in Bangkok toward culture in Korean Dramas. Thammasat University, 2008
8. Natnapa Inthachot. Social Korea TV dramas attitudes and behavior of high school students in Bangkok Metropolis. Sukhothai Thammathirat Open University, 2008
9. Sompob Thungtha. The impacts of Recreational Activities towards Korean Trends on University Students Behaviors in Bangkok Metropolis. Chulalongkorn University, 2008
10. Peerapa Suwannachote. Communication, Parasocial Interaction and Pro-Social value learning of Korean Star Singers' Fanclub, Chulalongkorn University, 2008
11. Hataithip Srisung. The opinion of Thai teenagers toward Korean Cultural Transference through Television Plays. Dhurakij Pundit University, 2006
12. Wasinee Saengsri. Thai Youth Consumption of Korean Television Drama and their localization by observing and interviewing a sample of 14 middle class teenagers in Bangkok between 12-23 years. Chulalongkorn University, 2008
13. Thippaya Sukpornwittawat. Korean Drama Series: A case study of Audience Exposure and Imitative Behavior in the Bangkok Metropolitan Area. Chulalongkorn University, 2007

From the foregoing in chapter 1, the Korean Wave or Hallyu has influenced in Thailand. The analysis revealed that the influence of Korean culture affects to the group of teenagers and workers, most of them are female average ages 15-40. The Korean entertainment culture engaged in what is most influential, especially Korean TV dramas, which are about the romantic story between young generations. The study found that

the factor leading to the success of Korean TV dramas is the interesting content. Most of them are unpredictable ending, including the beautiful song and new update. It also entertains and relaxes viewers with useful mottos. There is also the significant combination with Korean culture into the drama such as Korean custom, Korean food, and Korean attractive place, leading to the desire to travel in Korea.

As a consequence, many of Korean artists and singers come to Thailand and have an influence over the Thai youth. The appearance and the capability of the Korean artists make Thai teenagers come over and call themselves as Fan Club. Therefore, there is the imitation of behavior such as the costume. In addition, they also created websites in order to get closer to the artists. They desire to learn Korean language for communicating with their favorite artists as well. The negative impact to the Fan Club is a luxurious purchase of the products from South Korea. Meanwhile, the benefit of the behavior imitation of Fan Club is that they seek the success in life as their favorite artists did. The Korean culture that has an influence in Thai society is a result of the openness of Thai's society towards foreign media such as American media, China media, and Japan media. Thus, we can conclude that Thai's society is a society that always opens to the new things

5.2 The consumption of Korean products

The cited literatures related to the topic have two issues as follow:

1. Dendaung Brorisuthsawat. Measurement of Perceived Quality in Korean and Japanese Brands. University of Thai Chamber of Commerce, 2005
2. Kantacha Kraiawad. Comparison of Korean and Thai Cosmetic Brand Image. Chulalongkorn University, 2008

The result of the research was found that the consumption of Korean products among Thai society is not very popular due to the quality and appropriateness to the needs of Thai people. Some of the Korean products such as cosmetics and electro

acoustic products came to attack the market in Thailand. At first, it seemed successful, but in terms of the popularity, the brands from South Korea are defeated by the other brands. The key factors that the previous brands in the market can maintain the popularity are the quality, the satisfaction of customers, and the public relations such as brand from Japan or even brands from Thailand.



ศูนย์วิทยทรัพยากร
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CHAPTER III

CURRENT STATUS OF THE KOREAN STUDIES IN THAILAND **FACTORS AFFECTING EDUCATION RELATED TO KOREA IN THAILAND**

According to the study of theses related to Korea during 1988-2009, the content of the study was categorized in relation to the empirical evidence on the Korean peninsula, especially those affecting Thailand in terms of international relations, history, economics, society and culture. In this chapter, the study concentrates on the relationship between Korea and those evidences in which Thai researchers studied. The study related to Korea in terms of international relations was divided into two main periods: 1988-2000 and 2001-2007.

International Relations (This also includes Department of Japanese Studies, focusing on the Japan-Korea relationship)

As mentioned in the introductory chapter, the story of Korea had come into Thailand 20 years ago through books and educational materials in Sociology, Humanities, as well as History. However, they are less attentive among Thai students in 1950-1970 as the majority had mostly put their interest on China and Japan. Later in 1980 when Korea succeeded the economic development and became a new industrialized country, Thai scholars turned their attention to study the background of Korea increasingly. In terms of Thai graduate students, they did not initiate their study in the field of Economics. Rather, they put their interest on international relations between North Korea and South Korea at the point of 38th parallel division that took place by the great power countries: the United States and Soviet Union during the Cold War period. After the Cold War period, countries divided in the same manner to Korea, such as West-East Germany and North-South Yemen, could unify themselves. On the contrary, Korea cannot complete its unification due to the cause of the division that was

convenient for the United States and Soviet Union army to the disarm Japanese army. Because of the conflict of political ideology between the United States and Soviet Union, Korea still has separated until now. Although the two Koreas have tried to unify by negotiation or violent methods (Korean War), obstacles for unification, in fact, include the internal and external factors in Korea herself. External factors are the great power countries, such as, Russia, the United States, China, and Japan. They do not want Korea to unify in a short period. Meanwhile, internal factors are the difference in economy, society, politics, and leader's ideology between two countries. Even the distrust between the leaders of two countries, this issue becomes popular among Thai graduates, and this is also the beginning of studying the traditional Korean History with a monarchy regime as well as the 35 years under Japanese colonization.

Firstly, the study of the international relations of Korea in 1998-2000 emphasizes on the relationship between North and South Korea. This includes the two Koreas and many great power countries influenced on the Korean peninsula. These are all the continuous history after the Japanese colonization, the division of the two Koreas and the Korean War. However, the change had gradually occurred. Many countries have tried to cooperate and kept contact to Korea for diplomatic cooperation, which aims for economic benefit. Nevertheless, there were some countries that did not succeed in cooperating diplomatic relationship, which are Japan and North Korea. Although Japan tried to negotiate for the relationship with North Korea, there are both external and internal obstacles. In addition, the past event that Japan had done to Korea and the kidnapping of Japanese citizen to teach Japanese to North Korea secret agents, this make the situation between the two unstable. In particular, the nuclear problem of North Korea causes the dissatisfaction towards the great power such as the United States, and recently it is difficult for North Korea to seek for the diplomatic relationship with Japan and the United States. However, the nuclear issue had made the United States build up the

diplomatic relationship to China with the hope that China would help negotiate with North Korea to terminate the problem.

Secondly, in 2000-2007 the interest of Thai students put on the nuclear issue of North Korea as they think the nuclear problem of North Korea would result in the unification and harm East Asian region as well. Therefore, the issue is opposed to the United States policy, which wants the Korean peninsula to be a nuclear-free zone. According to student's perspectives, they think the unification of the two Koreas should have the cooperation from the United States. In this period, Thai students emphasized their interest on the background of nuclear problem and the United States policy towards the unification. This also includes Japan, which would be advantageous upon the unification. Geographical location around the location makes Korea as a buffer state for Japan and considered as a bridge because in the past Japan use the Korean peninsula to battle with China in Sino-Japanese War (1894-1895) and Russo-Japanese War (1904-1905). Therefore, any changes took place in Korea would affect Japan enormously. However, the policy of Japan should depend on the United States. In 2000-2007, the new president of the United States applied the hard-line policy towards North Korea and called it "an axis of evil." When China reconciled the nuclear issue in 2007, there were some students studying on the China policy towards North Korea and the Six-party talk. As mentioned, China and North Korea is the ideological alliance since the Korean War in 1950-1953. Thus, China would be a significant agent to solve the nuclear problem in North Korea.

According to the study of graduate students in International Relations department, the main focus would be how the relationship of North and South Korea is, the reason of why the two cannot reunify, and what the obstacle is. The result shows that there are factor from great power countries and the internal factors of the two Koreas that are different in terms of society, economy, and politics. Similarly, they studied the roles and responses of international relations between great power countries and the two Koreas over the Korean peninsula.

As a result, the scope of international relations field is the study of behavior and the political adaptation of the state ¹ (Rosenau: 1971).

According to the statement mentioned above, in my opinion, I think the results have two main concepts, which are:

1.1 National Interest This concept is used through the concept of Realism. It is a new approach in post-war period (World War II) until the midst of 1980².

It then focuses the action of international policy that the great power countries tried to influence over the Korean peninsula. However, it is undeniable that the unification of the two Koreas has to involve great power countries, apart from the internal condition, because those countries were still worried about the internal politics whether it would be neutral or take side³

1.2 Liberalism After the World War II, the economic approach involves in the unification. International relationship is not just the power, but also a living. Thus, a state should be aware of this condition in order to increase military and economic capacity.

However, the relation with other countries by means of “balance of power” would decline the power of the opposite party (Waltz 1979, 118). This method indicates that power or war is not a political system in the world, but the economy. It helps decrease the war because war can affect the stability of each party. Therefore, it helps spread out

1 อภิญา รัตนมงคลมาส, นโยบายต่างประเทศ แนวทางการศึกษา ทฤษฎีและระเบียบวิธีวิจัย (กรุงเทพมหานคร: สำนักพิมพ์จุฬาลงกรณ์มหาวิทยาลัย (บริษัท แอคทีฟ พรินท์), 2548), หน้า 18.

2. Ibid, p.p 26.

3. วิเชียร อินทะสี, การรวมเกาหลี: แลอดีต มองปัจจุบัน พินิจอนาคต. ใน เอกสารประกอบการบรรยาย พิเศษต่อนายทหารสัญญาบัตร ในสังกัดสำนักงานปลัดกระทรวงกลาโหมกองบัญชาการกองทัพไทย และเหล่าทัพ รวมทั้งผู้แทนส่วนราชการที่เกี่ยวข้อง, หน้า 4. 14 สิงหาคม 2551 ณ ห้องหลักเมือง 2 ศูนย์ศึกษายุทธศาสตร์กลาโหม กรุงเทพมหานคร, 2551 (อัดสำเนา).

the democracy ideology; incline the egoism of state; and decrease the possibility of war. Liberalism also views that national interest is not just the stability or military, but also economy, environment and technology, as explicitly seen after World War II that all nation turned to seek for diplomatic relationship for economic purpose.

In the second period, students emphasized on the nuclear issue in North Korea. The approach takes a great deal on security dilemma because of the need to increase national capacity. In case of the declination of the state power, this would be threatened by the great power countries. For this reason, a state has to try to build up military stability to prevent themselves, which later causes the security dilemma and leads to the problem of nuclear possession.⁴

Course syllabus related to Korean Studies of those fields.

There are three universities that have programs in the International Relations department involving with the field of Korean Studies, which are Chulalongkorn University, Thammasat University, and Ramkhamheang University.

Master of Arts Program in International Relations Chulalongkorn University

Most of theses in this field focus to study the roles of the major powers in Asia of the Korean peninsula, the role of China in the world politics and Korean international relationship. There are some related lectures as follow:

2402681 : Major Powers in Asia

The course offers knowledge with the roles of the major powers in Asia since the Second World War to the present.

2402682: Foreign Relations in Asia

The course provides information about foreign relations between Asian countries and those outside the region; relations among Asian states; the nature and development in Asian regionalism.

4. Ibid,p.p. 6-7

2402685: East Asia in the World Politics

The course contains the background knowledge inside Japan, China, South Korea, and North Korea in World politics since the Second World War.

2402686: China in World Politics

The students will learn to know the influence of China's internal and external politics on China's roles in international and regional politics and China's domestic politics.⁵

Master of Arts in International Relations

Master of Arts Program in Political Science Thammasat University

Most of these in this field focus to study the roles of the major powers in world politics and foreign policy of the major power such as the United States, Japan, and Russia.

Po644: Seminar on Foreign Politics of the Superpowers

The course offers the analysis of the international relationship and the foreign policy of the major powers. With emphasizing to various factors such as geographic, economic, political ideology, balance of power system, competition arms, and others; including analysis the factors effecting to the policies of those countries.

Po647: Seminar on Foreign Policy of Federal Republic of Russia

This course is to gain the knowledge about the policy planning of Russia towards the outside world by choosing some of issues in their international relationship problem to seminar in details.

5. Faculty of Political Science Chulalongkorn University, **Master of Arts Program in Political Science Course Descriptions** [Online], BE.2547 (2004). Available from <http://www.polsci.chula.ac.th/Master23.htm>

Po648: Seminar on Foreign Policy of Japan

This course is to analyze foreign policies of Japan, which mainly focuses to the internal factors such as leader, political condition, and economy, social and international political surroundings; It also includes the analysis of the changing of political and economic policies process of Japan.

Po654: Seminar on Foreign Policies of East Asia Countries

This course is to analyze foreign policies and the development of international relationship between East Asian countries and the super power countries. This course is to study the major effecting such as geographic, economics, politics, ideology, international system, leader, and group of interest. It is also about the international relationship process in the region.⁶

Master of Arts Program in Japanese Studies Thammasat University

For Thammasat University, the Japanese Studies program is also related to Korean Studied in terms of international relations, which bases on foreign policy towards the Korean peninsula. There is a related lecture as follows.

JP765: Japan and the International Community

The course provides the analysis activity in Japan's foreign policy since after the Word War II until the present with emphasis on the detail in political and economical issues that have effected to the foreign policy planning and the internal relationship process of Japan.⁷

6. Faculty of Political Science Thammasat University, **Master of Arts Program in Political Science Course Descriptions** [Online], B.E.2546 (2004). Available from <http://www.polsci.tu.ac.th/c2.pdf>

7. Faculty of Arts Thammasat University. **Master of Arts Program in Japanese Studies Program Course Descriptions** [Online], B.E. 2547(2005). Available from <http://www.arts.tu.ac.th/tuart/images/to/lart8.pdf>

Master of Arts Program in Political Science Ramkhamheang University

Most of theses in this field focus on the study related to the United States foreign policy towards the Korean peninsula and Korean international relations. There are some related lectures as follow:

PS 651

- An Analysis of Comparison Foreign Policy

PS 659

-Foreign Relations in Asia

PS 662

-Foreign Policy of the United States of the United States⁸

Economics

Economics is the logic that studies on how to choose the best way in which produce the highest value of the commodities and services from the limited resources.

There are fourth terms to descript which are:

1. Choice, due to the inequality resources and infinite demand of human being, is necessary to choose the best way to obtain the most beneficial goods and service by using limited resources. Therefore, the selection is a behavior in terms of economics that we can do in everyday life, whether by the individual or group. Even in the national level such as in the individual, the limited income makes it impossible to purchase many things at the same time. To decide to choose the most beneficial ones is necessary. To decide to use limited resources in a way that will benefit to public are also needed. Therefore, the best choice is a “shadow” in the economics issue. If there is a chose

8. Faculty of Arts in Political Science Ramkhamheang University(Graduate School),
Master of Arts Program in Political Science Course descriptions [Online], B.E. 2551(2008).

Available from <http://www.grad.ru.ac.th/Program/หลักสูตร-new51.pdf>

resource, it involves with the economics. However, the things that have been already set with fixed resources, economics will have no rule in it.

2. Productive resources mean resources for producing commodities and services which call factors of production of its infinite name, it is divided into four types which are land (forest, mineral) , labor (human resources), capital (construction and equipment) and entrepreneur.

3. Scarcity refers to the unlimited want of materials of human being. The limited resources were used with the limitless want of the human being until the recourses were all used up. However, if we have a lasting innovation to save or replace it, resources will remain existing.

4. Goods and Service was divided into two types, which are intermediate goods and service such as animal, food, truck, and final goods and services such as metals products that are used for facility in residents.⁹

Theses of Thai graduate students in Economics are divided into three periods. First period is during 1997-2000 (B.E 2540-2543). Initially, they were not interested in the success of Korean economic development, but because of the number of Korean tourists visiting Thailand. According to the success of the economic development, South Korea became one of the countries having high rate of GDP and Korean people increasingly travel abroad, Thailand particularly. Thus, the student studied the demand of travelling in Thailand via airplane. The student compared tourists from countries with high rate of GDP such as Singapore and Hong Kong. Because tourism industry makes a large amount of income to Thailand and has Vietnam as the rival; hence, the student aimed to study the demand of tourists in order to develop the tourism industry of Thailand.

9. เศรษฐศาสตร์, เศรษฐศาสตร์คืออะไร [ออนไลน์], 6 พฤศจิกายน 2531. แหล่งที่มา

In 1998 (B.E 2541), there was the economic crisis in Thailand and South Korea. However, South Korea recovered its economic state very rapidly. This drove Thai economics student to study the potential of South Korea banknote market. In 2000, the study of the South Korea's economic development was begun. The particular topics were about the export, the finance and exchange rate, and the banknote market of South Korea. These made Korea could paid the debt back to IMF very fast. This also included the tourism. The third period is during 2006-2009. In this period, the students emphasized on trade and investment due to the Korean wave that Thailand and South Korea are investing and trading to each other more than before. Thailand herself has been changing from the agricultural product export to electronic product, including tourism, and insurance.

From the theses of the department of Economics, the researcher proposed the relevant ideas with theses, which are divided into:

1. Tourism

There are concepts of supply and demand.

Supply and demand are perhaps the most fundamental concepts of economics, and they are the backbone of a market economy. Demand refers to how much (quantity) of a product or service is desired by buyers. The quantity demanded is the amount of a product that people are willing to buy at a certain price. The relationship between price and quantity demanded is known as the demand relationship. Supply represents how much the market can offer. The quantity supplied refers to the amount of a certain good that producers are willing to supply when receiving a certain price. The correlation between price and how much of a good or service is supplied to the market is known as the supply relationship. Price, therefore, is a reflection of supply and demand.¹⁰

10 . Investopedia, **Economics Basics: Demand and Supply** [Online], October 2010.

Available from <http://www.investopedia.com/university/economics/economics3.asp>



As a tourism industry is in the competitive service sector, to satisfy tourists and assure them of safety and prevent the exploitation are very important.

2. Trade and Investment

From these, the relevant economics concepts are Correlative coefficient showing the relationship between two variables. It is the statistic tool to find the relationship. For example, to find the relationship between the attitude and the achievement in Mathematics. The result is called **Correlation coefficient**. The statistics to calculate the correlation is Correlative analysis. How to calculate the correlation depends on the type of variable.¹¹

In thesis, the variables are the trade and investment in South Korea and the economic growth. The study is about the drive affecting the economic growth.

3. Market Competition, Finance, and Tourism Industry

The relevant concept to these fields is SWOT analysis, which is a tool to analyze the organization in order to plan the organizational strategy both in public and private sectors.¹²

S=Strength means characteristics of the business or team that give it an advantage over others in the industry

W=weakness means characteristics that place the firm at a disadvantage relative to others.

o=Opportunity means an *external* chance to make greater sales or profits in the environment.

11. อิศรัญญา วณิชสง (สถิติสำหรับการวิจัยทางการศึกษา), **การวิเคราะห์ค่าสหสัมพันธ์** [ออนไลน์], 2553 (2010). แหล่งที่มา: www.edu.tsu.ac.th/.../บทที่%2018%20การวิเคราะห์ค่าสหสัมพันธ์.doc –

12. จารุวัฒน์ กลิ่นอยู่, **SWOT: เครื่องมือวิเคราะห์ตนเองสู่ความสำเร็จ** [ออนไลน์], 2553 (2010). แหล่งที่มา: [http://www.stou.ac.th/study/sumrit/2-52\(500\)/page2-2-52\(500\).html](http://www.stou.ac.th/study/sumrit/2-52(500)/page2-2-52(500).html)

t=treat means *external* elements in the environment that can cause a trouble for the business.¹³

In the analysis, it is to compare the strength and weakness point of financial and bond of market, including the ability to pay the foreign debt between Thailand and South Korea.

Course syllabus related to Korean Studies of those fields.

In each academic institutes, where attend to study about Korea in economics aspect such as Kasetsart University focused on the study about bond of market of Thai-South Korea and tourism industry. Ramkhamhaeng University focused on the study about trade and investment between Thai-South Korea. Chulalongkorn University focused on the tourism industry. Chiang Mai University focused on the study the relationship between exchange rate and economic growth of Thai and foreign countries. Srinakarinwirot University focused on the study of the effect of education towards economic growth of South Korea. There are some related lectures as follow:

Course syllabus related to Korean Studies of those fields.

Master of Economics Field in Business Economics Program Kasetsart University

110531: Advanced Financial Business Economics

110541: Advanced Marketing Business Economics¹⁴

13. Wikipedia, **SWOT analysis** [Online], 5 October 2010. Available form http://en.wikipedia.org/wiki/SWOT_analysis

14. Faculty of Economics Kasetsart University, **Master of Business Economics Program Course Descriptions** [Online], BE.2547 (2004). Available from <http://econ.eco.ku.ac.th/cms/?q=node/38>

Master of Economics Kasetsart University

103541: Advanced Economics of Industrial Organization

The course aims to teach the students to use of economics theories; to analyze the economy of industrial organization, the pattern and performance , and manufacturing and industrial processing; and to analyze the industrial projects and policies that related to the issues.

103542: Advanced Economics of Industrialization¹⁵

The lecture offers the students to understand in planning and development process of industrialization with the role of industries in economics development issue.

Master of Business Economics Program Thammasat University

MB.614: Applied Macroeconomics

The lecture provides the applied macroeconomics in order to be able to analyze the conceptual framework and macroeconomics indicator such as manufacturing, employment, income, expenditure, and normal prices. The scope of the study also covers the international economics such as trade cooperation.

MB.634 Analyzing and Forecasting in Business and Economics¹⁶

The course provides the study of statistics and models that use in analysis, trend forecasting, and the progress of the important variables to the business and economy

15. Faculty of Economics Kasetsart University, **Master of Economics Program Course Descriptions** [Online], BE. 2548 (2005). Available from <http://www.grad.eco.ku.ac.th/documents/program/M.Econ.S.XG01.pdf>

16. Faculty of Arts (Business Economics) Thammasat University, **Master of Arts Program in Business Economics Course Description** [Online], B.E 2549(2006). Available from http://econ.tu.ac.th/mbe/Course_1_th.htm

both of micro and macro levels, It also includes the analysis factor affecting in economic issue.

Master of Economics Program Chulalongkorn University

2949602: Economics of industrial

The lecture provides knowledge about Thai's economic and industrial structure, the relationship between industrial development and economical development, manufacturing factor with qualification of it necessity, the analysis of industrial location, the relationship among trade, international investment, and industrial development, and industrial development statistic.

2949604: International of Business economics¹⁷

Analysis of border, pattern and evolution , theories , the problem in business activities and social and political issue, which have effected to the international business such as financial system , the role of government ,international organizations , and multinational organization along with the analysis of the economic issue are contacted in this course.

Master of Economics Program Ramkhamheang University

EC 602: Macroeconomic Theory

This course is about the study on neo-Keynesian and neoclassic macroeconomic theories, the analysis in the disequilibrium macro-model, Keynesian macroeconomics, analysis of the Walrasian model, economic growth in neoclassical theories. Consumer theory, savings, and investments based on microeconomic foundations, and open economic systems are also analyzed.

17 . Faculty of Economics Chulalongkorn University, **Master of Business Economics Program Course Description** [Online], B.E 2537(1994). Available from http://www.mecon.econ.chula.ac.th/courses/course_8.html

EC500:Intermediate Economics

This intermediate course focuses on microeconomic and macroeconomic theories and covers consumer theory, producer theory, equilibrium, monetary theory and policies, fiscal theory, policies ,and international economics.

EC 605: Mathematics and Statistics for Economists

This course is to study basic mathematics for economic analysis, including set theory, equations solved by using Cramer's Rule, differential and integral calculus including derivations and integrals, maxima and minima of conditioned and unconditioned functions and linear programming. This course will also study statistical tools used in economics, including distribution theory, probability, sampling methods, variance and co-variance, correlation, multiple correlation, time series, index numbers and elementary econometrics.¹⁸

Master of Economics Program Chiang Mai University**Pre course****Econ: 751751**

-Trade and International investment theory

Econ: 751752

-International Trade and Finance

Econ: 751753

18 . Faculty of Economics Ramkhamheang University, **Master of Economics Program**

Course Description [Online], B.E 2547 (2004). Available from

http://www.eco.ru.ac.th/mbe/profile/program_MBE.pdf .

-International Monetary theory and policy¹⁹

Master of Economics Srinakharinwirot University

Economical Education

EC501: Education, Human Development, and Management

The course provides education principles, education system, and educational psychology, principles, and theories of human development, management, including resources management in education in order to advance the development of human – being.

E561: Economics of Education

The lecture provides knowledge about the development of economic system, social, and Thai's politics related to education system for advantage in its.

EC551: Thai Economy, Social, and Political System

The course provides a knowledge about the development of economic system, social, and Thai's politic related to the education system for advantage in its.

EC562: Economics of Education Planning and Manpower

This course is to study the model of education planning, manpower, theory, primarily hypotheses, and statistics for the use of manpower in the labor market.

EC661: Educational Planning and Project Analysis

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

19 . Faculty of Economics Chiang Mai University, **Master of Economics Program**

Course Description [Online], 28 August 1992. Available from

<http://www.econ.cmu.ac.th/programs.asp#2>

This course to the study development of pattern and the analysis technique. It teaches the planning the resources management and education assessment by using the education planning of any academics institutions for being case studies.²⁰

Communication Arts and Journalism

Communication arts and journalism is the study all kinds of media in order to increase the communication effectiveness. They are divided into various majors.

1. Journalism and Information Technology emphasizes on the communication technology such as broadcasting, news writing, Internet network, media design.
2. Radio and Television are to study theories of the sending message process via radio and television. In this course, the students learn about broadcasting, acting, producing, and managing radio and television in every kind of the show.
3. Film and photograph are to study theories and concepts of art and the meaning of film and photograph. In this field, the students learn how to express and develop their ideas into films and photographs.
4. Advertising is to study the advertising in every process, the consumer behavior, the advertisement planning, and the role of advertising in the market.
5. Public relations is to study how to create the understanding, prevent and solve the misunderstanding, make a good image of the organization, manage the crisis, and persuade the good attitude to people.
6. Communication management is to study the behavior of using language of human in every level, for instance the interpersonal communication, the community

²⁰ Faculty of Economics Srinakharinwirot University, **Master of Economics Program**

Course Description [Online], B.E.2545 (2002). Available from

http://supreme.swu.ac.th/register/curriculum/curriculum_menu.php?hidPageSeq=0

communication, the organization communication, the business communication, and the social development communication.²¹

Theses related in this field were divided into two periods. The first one is during 1990-2000. During this time, there is only one thesis studied about South Korea's media, which studied in 1998. In public relations aspect, the study of Korean car and South Korean media were discontinued until 2006 when the Korean Wave became very influential. The students were interested about the influence of Korean media to Thai teenagers, and to the tourism industry. In marketing dimension, the students majoring in marketing and marketing communication studied the product marketing strategy of South Korea used in order to compete with other brands in the market share in 2005. In 2005, the Korean products were considered as a part of the Korean wave.

Furthermore, there are studies in Education about Korean literature translated into Thai, which reflected the society and culture of Korea. In Art, the students were interested in analyzing the design of South Korea's media.

From students' viewpoint about South Korea's media, there is a concept related which is the concept of soft power used instead of hard power (tank or cannon).²²

The Korea's soft power is culture brought into Thailand for the trade benefit. From the student's point of view, the Korean media's influence shows the power of media and its role in Thai teenager society.

“The soft power of a country rests primarily on three resources:

1. Its culture, in places where it is attractive to others;

²¹ เรื่องในตอนนี้ , คณะนิเทศศาสตร์หรือวารสารศาสตร์คืออะไร [ออนไลน์], 15 มีนาคม 2552. แหล่งที่มา <http://writer.dek-d.com/Writer/story/view.php?id=173751#ixzz3poK0FB00>

²² สยามรัฐ, ข่าวสาร บ้านเมือง ตัณภรณ์ทิเคน. “กองทัพเปลี่ยนเป็น Soft Power คืออำนาจใน การโน้ม
 น้าว [ออนไลน์], 2553. แหล่งที่มา http://www.parliament.go.th/news/news_detail.php?prid=166750

2. Its political values, when it lives up to them at home and abroad; and
3. Its foreign policies, when they are seen as legitimate and having moral authority.

Culture is the set of values and practices that create meaning for a society. It has many manifestations. When a country's culture includes universal values and its policies promote values and interests that others share, it increases the probability of achieving desired outcomes because of the relationships of attraction and duty that its culture creates. Narrow values and parochial cultures are less likely to produce soft power.

The political values a government champions in its behavior at home (for example, exercising democracy), in international institutions (working with others), and in foreign policy (promoting peace and human rights) strongly affect the preferences of others. Governments can attract or repel others by the influence of their example.

Government policies can reinforce or squander a country's soft power. Domestic or foreign policies that appear to be hypocritical, arrogant, indifferent to the opinion of others, or based on a narrow approach to national interests can determine soft power. The steep decline in perceptions of the attractiveness of the United States after the Iraq invasion, as measured by polls taken in the spring of 2003 by the Pew Global Attitudes Project, offers a recent vivid example. However, respondents with unfavorable views for the most part said they were reacting to the Bush administration and its policies rather than to the United States generally. They distinguished the United States people and culture from The United States policies. Respondents in most nations continued to admire the United States for its technology, music, movies, and television, but large majorities in most countries said they disliked the growing influence of The United States in their country."²³

²³ Joseph Nye, **Soft Power and Higher Education** [Online], 2004. Available from <http://net.educause.edu/ir/library/pdf/FFP0502S.pdf>

Course syllabus related to Korean Studies of those fields.

For the theses of Communication Arts and Journalism fields that studied about Korean cultural media, there are various syllabuses in each university. Therefore, the researcher will give some examples of the course description in each institute.

Master of Communication Arts Program Chulalongkorn University

There are four main departments in Chulalongkorn University that attended to the study related to Korean cultural media:

Public relations

2803606: Communication Campaign

The course provides the process of planning campaigns for business, social, health, and other purposes. It also study psychological factor related to the change of knowledge, attitude, and beliefs, behavior of the group of audiences, strategic planning, and analysis of the situation for the media, guideline for creating the content, the use of various persuasive tactics to determine the effect of the targets, including the prioritization of target groups, public funding, and alliance in the campaign.

2803603: Strategic Planning and Evaluation of Public Relations

The course offers theories, strategies, and techniques that used in policy formulation and planning the public relations. It also covers the analysis of problems and obstacles before planning policy-planning techniques, public relation campaign, system analysis, cost efficiencies, and cost effectiveness, SWOT analysis, policy analysis, surveys of business conditions, and approaches to evaluation of public relations in various levels.

2. Development Communication

28012803500: Communication Theory

The course provides the principles of the theory and current communications emphasizing on theory and models. It can be used to describe the behavior of social communication and interpersonal levels, groups of persons and mass media, the

components of the communication process, persuasive communication, role, and influence of media on society, characteristics and behavior of different types of audiences, and the use of communication in developing countries.

2803528: Psychology of Communication for Development

Personal and social psychology about the personalities of motivation, learning, perception, attitude, and change communication process to convince, supporting factors and psychological factors in various fields. It also focuses on the analysis of psychological factors between the sender and the recipient material.

3. Journalism

2801621: Seminar in Journalism and Culture

The course provides the understanding of status, role, and impact of journalism on society and culture from the perspective of cultural studies theory from modern to postmodern society. It also provides the understanding the subculture of journalism and the construction of identity through information, which seek ways to create journalism that is fair and diverse in terms of ethnicity, race, gender, age, and religion.

4. Speech Communication

2804616: Persuasion

The course refers the concepts that describe the change in attitude and behavior of humans, which are reliability of sources, material, media, audience, and the analysis of the persuasion of the communication as well as verbal and non-verbal.

2804637: Cultural Media and Social Change²⁴

²⁴ Faculty of Communication Arts Chulalongkorn University, **Master of Communication**

Arts Program in Speech Communication Course description [Online], B.E. 2552 (2009).

Available from http://www.commarts.chula.ac.th/departments/thai/pg_pr.htm

The course provides the knowledge of culture and communication. They are communication process within the framework of cultural theory, concept of media culture, form, and content of any media such as language, ceremony, legend, performance craft, the role of media culture on the transition of life and consciousness of people in society; includes the application.

Master of Arts Program in Mass Communication Thammasat University

JC 656: Marketing Communication

The course will provide the study of strategies that use in communication with the group of audience to gain the marketing efficiency. Since the meaning of marketing communication; the importance of consumer behavior study toward marketing communication, ethics in marketing communicators as well as communication tools for the difference kind of marketing communication such as advertising and public relations , direct advertising and selling promotion.

JC 600 Applied Theories of Mass Communication²⁵

The course gains the study and analysis of the concept, assumption, and theories about communication process and changes in human behavior. From micro to macro level. The macro level will focus on analysis of structure and communication process, both of internal and between different social systems in the micro level, the emphasize the importance of analysis process is necessary, the meaning of personal communications such as perception, interpretation of informations, the formation and changing of attitude , learning and understanding the balance condition of idea . Moreover, in this subject will survey and analyze the results of academic research in the

²⁵ Faculty of Arts (Mass Communication) Thammasat University, **Master of Arts Program in Mass Communication course description** [Online], B.E.2550 (2007). Available from <http://www.jc.tu.ac.th/download/ma2550curr.pdf>

field of communication with focusing on the conceptual making, definition of the hypothetical reasoning and concepts system in various media.

Master of Science program in Sport Science Chulalongkorn University

3904502: Behavioral Science in health²⁶

Master of Management Information System, Chiang Mai University

915791: Seminar in Media Culture Chiang Mai University

The programme will offer the seminars on topics related to digital technology and information technology and its effect on people's way of life, the economy, politics, education, design, and art contemporary global society and culture, by means of basic research and creative research.²⁷

Laws

Graduate students in the Law Department have initiated their study in the legislative system of Korean law since 2000 until the present. They studied a comparison between Thai and international law of the countries in the same region.

²⁶ Faculty of Science Chulalongkorn University (Sport Science), **Master of Science Program in Sports Science** [Online], 2 June B.E.2552 (2009). Available from <http://www.spsc.chula.ac.th/main2007/programs/master.html>

²⁷ Faculty of Management Information System Chiang Mai University, **Master of Management Information system Program course description** [Online], B.E.2553 (2010). Available from <http://mis.chiangmai.ac.th/cmumis/procCurriculum/courseinfo.aspx?acdy=2010&acdt=2&courseid=915791>

Accordingly, the perspective of these students in terms of law, researcher has come up with the concepts related to the theses that those students had done as follow:

Transparency In the perspective of lawyers, legislation is widely opened for the state administration with the participation of people as the significant theme. With the conditions, stability, competency, and effectiveness, the state needs to depend on the people's participation. Administrative system should be done in accordance to the law and policy in order to be transparent to the public investigation. However, public company should help encourage the government efficiency and support them as well.²⁸

Human Right In terms of human right protector, human right is humanitarian basis to live harmoniously in the society. The right is of both under the law and independent without the law based upon justice. Justice or fairness is for human to live in the society happily and be protected. This is based on the concept of humanitarian. People in society should give a chance to those who had done mistakes for self-improvement and be acceptable in society.²⁹

These are all the perspective deriving from graduate students in the field of law
Master of Law program Dhurakit Pundit University

LW 530: Theories and Principles of Private Law

²⁸ Obama, B (the White House president), **Transparency and Open Government (Memorandum for the Heads of Executive Departments and Agencies [Online]**, 2010.

Available from

http://translate.google.co.th/translate?hl=th&langpair=en%7Cth&u=http://www.whitehouse.gov/the_press_office/TransparencyandOpenGovernment/

²⁹ สิทธิมนุษยชน. [ออนไลน์], 10 กรกฎาคม 2553. แหล่งที่มา

<http://www.kullawat.net/civic/1.6.htm>

The course will begin with theory concept and theory of civil law. The course will then turn to the concept of civil law which access to transnational law system and has an influence on the public and commercial law. The basic concept and theory of civil law shall be used to explain the principles of liberty in property, principles of private ownership, principles of occupation, and principles of limitation of such rights as appeared in the form of laws, which use to control society and stipulate rights and duties of individual in society. Finally, the course will come up with Thai civil and commercial law governing juristic act, contract, obligation, tort, and property by ways of studying in general nature of liability theory and the control of exercise of right in bad faith

LW 543: Public Economic Law

This course will study the concept of welfare state, the influence of concept concerning welfare state impacting on the change in structure of public law of democratic state, the nature of the economic acts of state both in forms of the control of economic affair of private and state enterprise. The course also includes the concept concerning administrative juristic acts in economic and the nature of legal result of administrative juristic acts both in public law and in private law.

LW550: Theories and Principles of Criminal Law

The course will study theory and concept in determining fault in crime, the nature of criminal law, the interpretation of criminal law, the type of fault, the structure of criminal liability, the theory, and concept of punishment, and the type of criminal penalty.

LW 551: Advanced Criminology and Penology

The course will analyze and evaluate the important problem of criminology and penology, the cause of crime and guideline to solve such problem, the revision of essential of criminology case, the punishment and conduct method against an offender and the effective measure, recommendation and revolution of punishment. The course also covers the evolution of penology and the philosophy of criminal punishment, the

objective of punishment, the conduct against an offender, the legislation, including the substantive and legislative method serving with punishment theory. The course then shifts to the process and conduct against an offender in various steps, covering the study of crime, offender, and the use of social and legal punishment measure.

LW552 Criminal Justice Administration

This course will consider the structure and system of criminal justice administrative, the determination of legal policy and measure on criminal justice including the coordination and cooperation between sectors in justice process, the operation, the examination, and the follow-up of justice administration as well as the participation of public in criminal justice administration

LW 540 Theories and Principles of Public Law

This course will introduce with the meaning and type of Public Law, the evolution of philosophy including the concept and theory in each era of Public Law since from ancient time (Greek) up to present time. The course will apply such concept and theory to analyze the evolution of Public Law in Thailand in light of structure and role of state against the economic and social structure including the relationship between state and law. The course also includes the concept and problem concerning power of state, especially, the theory of separation of state sovereignty, the discretionary power and concept relating to scope and control of the power of state, emphasizing on philosophy in control of power such as legal state theory and from including the method in control of exercising the power of state in various levels

LW530: Theories and Principles of Private Law

The course will begin with theory concept and theory of civil law. The course will then turn to the concept of civil law which access to transnational law system and has an influence on the public and commercial law. The basic concept and theory of civil law shall be used to explain the principles of liberty in property, principles of private ownership, principles of occupation, and principles of limitation of such rights as

appeared in the form of laws, which use to control society and stipulate rights and duties of individual in society. Finally, the course will come up with Thai civil and commercial law governing juristic act, contract, obligation, tort, and property by ways of studying in general nature of liability theory and the control of exercise of right in bad faith.

LW 534: Advance Law of Taxation

The course will explore the basic theory concept of tax law, the relationship between state public finance policy and tax policy as well as concept theory in classifying the type of tax. The course will also include the stipulation of tax base, tax rate, collection system, protection of private sector taxpayer by process of law and principle of various types of tax and duties such as revenue tax, customs duty, excise tax, property tax, and inheritance tax. The course then shifts to the structure of tax system in Thailand, tax burden in operating business emphasizing on revenue tax, value-added tax, and tax relaxation under the law, the execution of some types of contract, impacting on tax burden and case study concerning tax planning in some types of business.³⁰

Master of Laws Program Chulalongkorn University

3400515: Advanced Law of Labor

The course will offer the theory concept of labor, government's labor policy, The relationship between employer and employee, the law of prevent labor, labor relationship, delivery Thai's labor to abroad, labour dispute resolution process, Law and

³⁰ Faculty of Laws Dhurakit Pundit University, **Master of Laws Program Course**

Description [Online], 2008. Available from <http://www.dpu.ac.th/graduate/llm/page.php?id=2142>

roles of trade unions. Rules of the international labor organization involved with the structure of Thai labor law.³¹

Human Resource Management

Students under the department of Human Resource Management had studied organizational culture of transnational firms invested in Thailand, especially in the East of Thailand. Therefore, these companies have employed Thai employees into their organizations.

In 2004-2005, most of the research works of these students would put an emphasis on the relationship between Thai employees and Korean employers. According to the perspective of students, it can be summed up in terms of cross-cultural studies.

At the beginning of 1930s, students concentrated on the comparison of culture from different areas. Later, it has gone beyond the in the dept analysis of the particular culture. Therefore, the study has emerged in terms of commercial use as cultural understanding that leads to the consumer behavior, which is effective for the design and production of merchandises to fit consumer's needs in relation to cultural difference as well. In the past, when great power countries had been traded to many countries, they found out these differences in a variety. However, they also spread their influence into those particular countries as well. Recently, if transnational investment needs to be done in any countries, not only the products would be accounted for, but also the culture, structure of society, economic advancement, technological perception, level of education, custom, and living conditions accordingly.

³¹ Faculty of Laws Chulalongkorn University, **Master of Laws Program Course Description** [Online], B.E.2547 (2004). Available from http://www.law.chula.ac.th/attachments/247_SubjectListDescription_Program3.pdf

In conclusion, the major works of these students emphasize on the relationship of Korean executives and Thai employees as well as the working condition of people from different nation, culture, and society

Master of Human Resource Management, Burapha University

244561: Organization and Management

-Principle of Human Resource Management³²

Department of History

In the field of history, I included the religious studies (Buddhist studies) into historical dimension. Student's interest about Korean history has officially started in 2002-2003. This is because, at the time, the Korean peninsula had administered with the monarchy system, and Buddhism was also popular. However, now, Buddhism is less interesting accordingly. Later in 2003, students put their interests in the historical conflicts between Korea and Japan, which caused to the unsuccessful of diplomatic foundation of the two Koreas. Though Japan successfully accomplished the diplomatic relationship with South Korea in 1965, this took 20 years for the current bond between the two countries.

Historical concepts of students' works are related to concepts mentioned by Gordon Cornel Smith and Lloyds. They conceptualized the historical frameworks as "History should be the medium of study and should combine the roles from all sciences

³² Faculty of Humanities and Social Science Burapha University, **Master of Social and Humanities Program in Human Management Curriculum Structure**[Online], 11 May 2007 .Available from http://reg.buu.ac.th/registrar/program_info_1.asp?f_cmd=2&levelid=5&programid=4102176&faculty=2&programname

together, that is the role of human wisdom improvement and social service.” Social changes are the main points that turn historians’ attention to study the past evidence. Compared to Thai political conflict on Oct, 14 B.E. 2516, which result to political, economic, and social system, it leads to people’s interaction and key to the fact of the empirical evidence in the past, present, and future.

Thus, the major works of students in terms of Korean history are concerned the related concepts that I mentioned.

Master's Degree Program in Buddhist Studies Mahamakut Buddhist College

1321606: Seminar in History and Development of Buddhism

The course offers the analysis of history and the development of Buddhism, both of Theravada and Mahayana from past to present in India and other countries.

132101605: Comparative Study of Theravada and Maha

The lecture provides the analysis of Theravada and Mahayana teachings in comparative study, both of which difference and similar in terms of Buddhism and Physiology.

1321103 : Buddhist Philosophy in Abhidhammapitaka

The course is to study and analyze the psychology, perform, nimbus, and others related issues.

1321068: Seminar in Comparative Religions

The study is to compare religious about origin, apostle, important teaching, denomination, ceremony, the organization of religious propaganda, policies for the spread of major religious in the world today.

1321104: Buddhism and Science

The lecture provides the teaching of comparative Buddhism to show the similarity and difference in scientific term, both in context and seeking the truth method.

1321607: Seminar in Buddhism and Social Problems

It is to seminar the problems the occur outside the monks' society in order to analyze and discuss of cause and effect to the Buddhist community and common society as well as to explore ways to solve or mitigate the problem by approaching the principles of Buddhism.³³

Master of Arts in History Thammasat University

HS624: History of East Asia

The course provides the study and analysis the development of East Asia's history in politics, economics, social, and culture, including the development of each country in the region after the World War II and the problem of past to present.

HS634: Readings in Asian History

The course is about the study and an analysis of historical document for the history comprehension in the region and to gain the understanding in education method.

HS635: Seminar on Asian History

The course offers a history analysis of each region in Asia, emphasize on the education method and the way to approach a problem .The student would understand on the topic in depth.³⁴

³³ Faculty of Arts Mahamakut Buddhist College, **Master's Degree Program in Buddhist Studies** Course Description [Online], B.E.2545 2002. Available from <http://www.mbu.ac.th/pdf/Buddhist%20Studies.pdf>

³⁴ Faculty of Arts Thammasat University, **Master's Degree Program in Buddhist Studies** [Online], B.E.2535 (1992). Available from <http://www.arts.tu.ac.th/tuart/images/to/lart3.pdf>

From the statement in the introduction, that Thai academic turned their attention to study about the Korean Peninsula as a result of the economic development of South Korea in 1980s, which turned the poorest country into a newly industrialized country.

Changes in topics on Korean between 1990s and 2000s

However, the attention of graduate students in Thailand was launched in 1990s. After the end of the Cold War, other countries that had been separated by the effect of the Cold War such as East-West Germany, North-South Vietnam, and North-South Yemen could reunion in contrast with North and South Koreas.

Sakul Srihatai, the graduate student of the department of International Relations, Thammasat University, is the first student who studied of Korea in terms of international relations and factors affecting the Korean reunification under the Korean unification topic. After that, the study of the Korean peninsula was stagnated until 1992.

From the result of her study, it was found that the constraints that preventing the Korean unification are from the external factor, which is four great powers in the Korean peninsula; and the internal factors, which are the differences between two countries in terms of economy, politics, and society.

Afterwards, Sedthaphan Krajangwong, the graduate student of Chulalongkorn University, studied the problem of the Korean Unification and, later, discussed that as time went by the great powers in the Korean peninsula had reduced their role and focused more on their country's development. Therefore, the important factor affecting the Korean unification is from the internal factors of North and South Koreas. In the same year, another student studied the change of the two Koreas relationship that established the diplomatic relationship in 1997.

In 1997 **Mareerat Suksri**, the student of the department of Economics, Thammasat University, studied the factors affecting the demand of the tourists travelling in Thailand, South Korean tourists particularly. The Korean travelers are the important because South Korea is a country with high GDP as a result of the economic development in 1980. In

1998, South Korea was also able to recover from the economic crisis rapidly as well as was able to return the debt to the IMF within the due period. This made Thai student interested in studying the South Korean economy, especially factors affecting the South Korea's economic development. Afterwards, the trade and investment between Thailand and South Korea, the tourism, the social welfare, and the Korean wave were gained more interest.

The attention of the students towards Korean History began in 2002. Phamaha Pradit Sunetto (Suksomnet) studied the importance of the Buddhism in South Korea because South Korea is one of the origins of Mahayana branch, while Sri Lanka is the origin of Theravada branch. This study is about the Buddhism when South Korea was still monarchy up to the present of presidential republics. And in the same year, there was a study of the history of Korea under the Japan colonization due to the effect of the opposition between South Korea and Japan about the history, which affected the relationship between both countries. Even though South Korea and Japan established their diplomatic relationship in 1965, the history contradictions rise up occasionally. Up to present, Japan is still unable to establish the diplomatic relationship with North Korea. With the study of the History students about the Korean history during the 35 years of the Japanese colonization, we gained more knowledge of the Korea history.

During the 20th century, in 2001 the graduate student of International Relations department turned their attention to the study of North Korea because North Korea has possessed nuclear, which is opposite to policies of the United States. However, North Korea nuclear weapon development has been since studied in the 19th century, but it gained a few of interest from the Thai graduate students until the change in leadership of the United States, with using the hard-boiled policies towards North Korea nuclear weapon development issue. The United States called North Korea as "an axis of evil", it was galvanized to the explosion of the second North Korea nuclear crisis, which made North Korea accelerate the development of nuclear weapons to counter the US policies.

Accordingly, it became the focus of the international relations community. They also have more attention on the study of North Korea, especially the beginning of the production of North Korea nuclear weapons. For the study of South Korea media, Surattha Jaruphan, the graduate student, majoring in Mass Communication, Thammasat University, under the topic of the integrated marketing communication, first interested it in 1998. This study is about all forms of marketing media communication of Korean brands. Since the liberalization trade policies of Thailand, Thailand opened more widely for the foreign company investment, and the Korean car companies began to play their role in Thai society. Afterwards, the study of the South Korean media was interrupted until the coming of Korean series in 2005. This affected the consumption of Thai people. They began to consume Korean products such as DVD player. In particular, they began to purchase Korean series for their own collection. It got the attention of the graduate students of the Department of Communication Arts, Marketing Communication, Marketing Communication, and Marketing Administrative, to study the marketing strategies of South Korea, including the strength point of them. This custom came into 2006 when South Korea series were popular among Thai people among all ages, they turned their attention to Korean culture such as food, costume, actors, and singers from South Korea that have an influence over young Thai generations' behavior in terms of imitating, forming the Fan Club, creating the Web site to approach and tracking the movement for their favorite ones. The department of Communication Arts and the department of Journalism and Mass Communication pay attention to study the effect of Korean media to Thai's society, especially young Thai teenagers as a focus group. The department of Art and Design is also interested in studying the use of light, lines, and/or elements of the South Korean movie scenes. Even the department of Thai Teaching, Faculty of Education at Chiang Mai University was also influenced by the current interest of Korean wave on the analysis of value of the translated Korean literature. In

addition, the academic interest in the department of Travel and Entertainment started to study the perspective and behavior of Thai people in terms of travelling in South Korea.

Then, the graduate student, majoring in the department of Law, Dhulakit Pundit University started a comparative study between Thai law and foreign law, the law of South Korea in particular. This is due to the problem occurred in Thailand such as unemployment in Thailand, especially during the economic downturn, and the issue of foreign workers in Thailand, especially the problem of deception Thai workers. Law students saw the defects of Thai law; therefore, they compared the law with the countries that have economic growth and strength in law throughout 2009.

In 2004-2005, the department of Human Resource Management, Burapha University studied South Korean organization culture in Thailand according to the trade and investment between Thailand and South Korea. There are many of South Korean multinational companies in Thailand, particularly in the eastern part of Thailand, which is a major economic zone. Hence, those of graduate students interested the study of different culture in work condition between Korean employers and Thai employees.

The Current Features of Korean Studies in Thailand

The current features of Korean Studies in Thailand, from survey of graduate theses in Thailand, totaling 90 issues are divided into two periods, which are the middle of the 19th century and the 20th century.

During the middle of the 19th century

1988-1997 International Relations (the establishment of diplomatic relations between the Soviet Union–South Korea, China-South Korea , and China–the Unites States in case of North Korea nuclear problem issue).

1997-1998 Tourism industry, Bond Market Development, and South Korean media.

During the 20th century

200-2003 International Relations. (the US policy towards the Korean reunification, Japan's policies towards Korean reunification, Korean Reunification in 21st century, including the role of China in North Korea nuclear problem issue), Economics (the relationship between foreign exchange rate, tourism, and export), History (Buddhism, and Conflict between Japan-Korea's history), and Law.

2004-2009 International Relations (Factors affecting the increase of the Japanese Self Defense Army, the obstacles of the establishment of diplomatic relations between Japan-Korea), Economics (trade-investment), Economic Development (export of the FDI), Law, Marketing, Society (organization culture), South Korean Media (the influence of Korean media over Thai's society), Literature, and Arts and Design (Arts and Design of Korean movies).



ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

CHAPTER IV

CONCLUSION AND DISCUSSION THE RESULT OF THE RESEARCH AND RECOMMENDATIONS

The objectives of the study are to study the interest field of graduated students related to Korean Studies in Thailand and to conclude the result on the outlook of these, thematic of paper and independent of study related to Korean Studies in Thailand. These are made by the graduated students of both public and private universities in Thailand during 1988 to 2009. The total number of papers is 90 issues. The research instrument for this research to the content analysis and the synthesis research in order to create a guideline for making the future research, created the summarized research form, defined the scope of the study, which consisted of the characteristics of study by the academic institution, academic year, and type of research and field of the study. The summarized research form categorized by what to study consisting of the basic of research information that have context about the title, the name and the surname of the researcher, institution, publishing year was also created. The result of analysis was analyzed and classified based on the characteristics of the theses.

Afterward, the thesis form was brought to the advisory of expertise to examine, and was revised by the commendation of them. The publishing of the thesis form was used to collect and record the needed information of theses of graduated students from the academic institutions in Thailand, both of public and private during 1988-2009 totaling 90 issues. The important information was collected by studying the abstract and content of theses, which then, recorded the needed information into the record form that the researcher made and analyzed by classifying the content and the found findings.

The content of theses was combined, which were later described, as results of the research classified into 14 topics are 1. The international relationship 2. Law 3. Economics development 4. Financial 5. Social insurance 6. Buddhism 7. History 8. The influence of Korean culture to the Thai society 9. The consumption of Korean products 10. Korean drama 11. the strategies to spread out Korean culture 12. The representatives to spread out of the Korean culture 13. Literature 14. Language 15. Others. After that, the information from the thesis record form was brought to make a quantitative analysis by counting the academic institution, academics year, types of the research, the content of the researches, and statistics by using frequency and percentage and then, presented in the form of table.

The conclusions of the study

Based on the study that considered from the institutions and the academic years from 1988 to 2009, the theses related to Korean Studies conducted by the graduated students are from 16 universities and one of Mahamakut Buddhist University. For the institutions category, it was found that the majority of them were conducted by Chulalongkorn University with 23 issues, Thammasat University and Dhurakij Pundit University with 15 issues for each, Ramkhamhaeng University with 13 issues, Srinakharinwirot University and Chiang Mai University with four issues for each, Kasetsart University with 13 issues, Krirk University and Burapha University with two issues for each, Maejo University, Sukhothai Thammathirat Open University, Rangsit University, The University of Thai Chamber of Commerce, Mahamakut Buddhist College and Prince of Songkla University one issues for each.

In terms of period, during 1988-1997 the studies are 11 issues in total. Most of which were published by Chulalongkorn University, Thammasat University, Kasetsart University, and Dhurakij Pundit University respectively. During 1988-2009, it was

found that 79 issues were conducted. Chulalongkorn University was the majority of them 18 issues of all researches. Thammasat University, Dhurakij Pundit University, and Ramkamheang University are ranked respectively. Srinakharinwirot University and Chiangmai University were in the same. Krirk University, Naresuan University, and Burapha University were the same. Maejo University, Sukhothai Thammathirat Open University, Rangsit University, Kasetsart University, Mahamakut Buddhist University, and Prince of Songkla University were the same. With the annual average, there are 2-3 issues.

The research context was categorized with 14 topics. It was found that most of them related to international relationship issues with 27.77 percent. The law issue is 12.22 percent. The influence of Korean culture on Thai society issue is 14.44 percent. The consumption of Korean products issue is 2.22 percent. The Korean drama issue is 10.00 percent. The representative to spread out of Korean culture issue is 8.88 percent. The strategy to spread out of Korean culture issue is 2.22 percent. The literature issue is 2.22 percent. The Buddhism issue is 1.11 percent. The social insurance issue is 1.11 percent. The financial issue is 3.33 percent. The economic development issue is 7.77 percent. Others are 1.11 percent.

During 1988-2009, the theses related to Korean Studies conducted by the graduated students in Thailand, both public and private universities, were found 90 issues. It was found that Chulalongkorn University had conducted the most with 23 issues. Ranked second was Thammasat University and Dhurakij Pundit University which have 15 issues for each. Ramkamheang University has 13 issues. Srinakharinwirot University and Chiang Mai University have the same number, which are four issues. Krirk University, Naresuan University, and Burapha University have two issues for each. Maejo University, Sukhothai Thammathirat Open University, Rangsit University, the University of Thai Chamber of Commerce, Kasetsart University, Mahamakut Buddhist College and Prince of Songkla University has one

issue for each. The number of theses is mainly because of faculties and programs provided by each university. For example, Chulalongkorn University is a majority that provides many graduated programs and departments. Therefore, there it has a great opportunity to link the Korean issues with their networks such as Political Science, Linguistics, Economics, Social, Communication Arts, Science, and Laws. Thammasat University has provided Political Science, Liberal Arts, Economics, and Journalism. Dhurakij Pundit University has provided in Laws, Communication Arts Business. Ramkhamheang University has provided in Political Science, Social, and Humanity, Liberal Arts, and Economics. Kasetsart University has provided in economics, scientific. Burapha University has provided in Humanities and Social Science. Krirk University has provided in Communication Arts. Sukhothai Thammathirat Open University has provided in Communication Arts. Srinakharinwirot University has provided in Business Administration, Liberal Arts, Education, and Economics. Naresuan University has provided in business administration, Liberal Arts. Rangsit University has provided Liberal Arts. The University of Thai Chamber of Commerce has provided in Communication Arts. Maejo University has provided in Liberal Arts. Chiang Mai University has provided in Liberal Arts, Education, and Economics. Mahamakut Buddhist University has provided in political. Prince of Songkla University has provided in Humanities and Social Science. Chulalongkorn is a majority to provided

During 1988-1997, theses, 11 issues were conducted from all of them with the average of one issue per year. During 1998-2009, 79 issues were conducted, which is consistent with the research of Kornkeaw Uaijanawat in 1995, an analysis of Chinese research in Thailand (B.E.2537) (1994), which found that Chulalongkorn University was the majority to publish the researches related to Chinese Studies, this is also consistent with the number of the academic years.

In the research context, it was found that international relation is the majority of them, which are 25 issues, 13 researches, are about the influence of Korean culture on Thai society. 11 researches are about Law. Two issues are concern with the consumption of Korean products. Nine issues are about Korean drama. Eight issues are related to the representatives to spread out of Korean culture. Two issues are about the strategies to spread out of Korean culture. Five are about Linguistic. Three issues are about financial aspect. Seven issues are about economic development. One issue each is for the social insurance, Buddhism, The conflict of Japan and Korean's history and others researches. The researches in each faculty can be related to each department of Korean Studies. This is consistent with the concept of Stone and Dunphy (1966) mentioned that the content analysis of research could be classified with fields.

The discussion of the study

From the purpose of the study of the contents of theses related to Korean Studies in Thailand, the researcher have an concluded idea through the speech that the interest of the graduated students in Thailand on Korean Studies are not a study only based on Korean trend, but there are studies of the situations related to Korea, especially the ones that Thailand has been involved with. The students linked these situations with the knowledge of their own fields of study. For the Korean media, there has been a study of this previously, but it was not too long. Until the Korean wave flowed into Thailand, this led to the rise of the study of the Korean media towards the reaction behavior of Thai people and young Thai generations as a specific group. It, later, linked with the impact of economics and tourisms as well. Due to the Korean Wave, it has influenced over Thai people and impetus to make young Thai people turned their interest to Korean culture, especially Korean language. Most of the Korean entertainment culture can be persuaded through Korean singers and Korea series.

The statement of Prof. Dr Damrong Thandee that was addressed in Chapter 1 states that

“The economic development has been the major topic discussed among Thai scholars, whereas the general knowledge of culture, society, history, science and technology, as well as sports, is discussed among general Thai people. The Korean War has never been forgotten by Thai people, who support the Korean unification.”

“The new millennium is a sharp rise of Thai interest on the Korean peninsula in general and on South Korea in particular. Due to the expansion of Korean pop culture to Thailand, the increases of trade and investment, as well as the tourism have led a dramatic change in Korean Studies in Thailand.”

As mentioned above, there are many points according to the result of the research are untrue. The academic interest of the graduated students of Thailand in Korean Studies nearly covers with all aspects, including Korean media. It is not just only the economy aspect that will be of interest to Thai scholars. Excluding the science and technology aspect, it has not appeared in form of thesis because this program in Thailand has cost a lot of money, especially for the higher level. However, for the Korean War and the unification of the Korean Peninsula, it is also recognized by the Thai people especially the graduated students of the department of international relations.

From the second statement, that Korean wave will allow Thailand and South Korea increasing in trade and investment. The findings from the researches concluded that this statement is true. Since the current flow of the Korean culture in Thailand, the increase of trade and investment between them has occurred, including in tourism business. Moreover, it increases more interest of Korean Studies in Thailand.

The results of the study of a content analysis theses related to Korean Studies in Thailand were found that the studying about Korean Studies in Thailand is not much concerned with the Korean society, while economy and International Issue issues achieved the interest from the Thai researchers in the large number. From the reasons

in the Chapter 1 mentioned that the South Korean culture has influx and influenced over the Thai society in particular, Thai teenagers are the biggest group. This causes the imitation manner, madness about South Korean stars, including the desire to learn Korean language, Korean food as well as to travel in South Korea too.

The knowledge about Korean Studies in Thailand, from the study, the researcher viewed that it is not enough to answer the questions about Korea in every dimension. Especially, about North Korea, which gained very little of interest. Perhaps, it has limited information to study about North Korea as a reason. However, excluding the international relations, it can be said that the interest of Thai educators in Korean Studies mostly depended on what is popular or the reputation of Korea.

The overview of Korean Studies in Thailand from the analysis yielded that relationship between Thailand and South Korea is based on the economic , tourism and culture dimensions more than the political one. It can also be seen that Thailand has less relationship with North Korea. Moreover, the major powers, which are US, Japan, China, and Russia, are related to the Korean peninsula in politics, economics, and social issue. Particularly, the United States or the big brother has played a vital role of both North and South Korea. About the influence of South Korean's culture, it affects Thai society because of its entertainment culture. The consumption of Korean's products is not popular in Thailand during the year of study because Thai people still place with much of the interest to the brand and the quality of products that come into Thailand previously. Moreover, Korean products used inappropriate media in marketing sale, led to unable to reach the consumers such as cosmetics and electroacoustics products.

In conclusion, the researcher is unable to predict for the next wave in the near future or how long the Hallyu or Korean wave will exist in Thai society from the findings because of the exposure to foreign media of young Thai generations combined with its advance with communicate technology. There are interesting

questions about the exist of the Korean Wave. Will the Korean wave lose if a new wave coming in is more attractive than the current wave? Can the Korean wave disappear for some period and then it come back on track? However, the researcher sees that if the wave force harder, it will fade away soon. However, as long as Thailand and South Korea have a relationship in terms of trade, investment, and tourism, and nowadays, the current of Korean wave, Korean language is still needed. The trend of study Korean language would increase for supporting the Korean companies or organizations that tend to increase in Thailand, especially tourist companies. In particular, the Korean language instructors should be increased in order to support the amount of the prospect students who want to study Korean language.

Finally, the researcher would complete the thesis by the following statement:

“All of logics are relevant and they depend on how the educators integrate them as new knowledge. This is the reason of the beginning of the Department of Korean Studies at Chulalongkorn University.”

The recommendations and suggestions

The general recommendations

The researcher suggested the following general comments as below:

1. More study about North Korea should be conducted, In addition to the political aspect.
2. The study of Korean's society is necessary, especially in nowadays such as the rights and roles of Korean women in society.
3. The outcome of this study, should take into the consideration and decision for being research information about Korean Studies in the future.
4. Thai government should support the study and research about Korea. Due to Korean culture has influenced among the Thai society and analyze the tend of its in

the future to get a better knowledge for applying to be a guideline of Korean Studies in many aspects. Moreover, it also led to comparison with Thai Studies for more understanding in strength point and weak point between them.

The suggestion for the next research.

1. The trend to study about Korean Studies in Thailand should be conducted by interviewing the experts for more comprehensible analysis and accurate result.
2. The descriptive statistics as Meta analysis for the next research should conclude and confirm the findings of Korean Studies in Thailand.



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APPENDICES

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย



APPENDIX A

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

เลขที่.....อันดับ.....หน้า.....

การวิเคราะห์เนื้อหาวิทยานิพนธ์ที่เกี่ยวข้องกับเกาหลีศึกษาในประเทศไทย ระหว่าง ค.ศ.1988-2009
A content analysis of theses related Korean studies in Thailand during 1988-2009

แหล่งเผยแพร่ / ค้นคว้างานวิจัย.....

เลขที่ทะเบียน.....

ปีที่พิมพ์เผยแพร่.....

1) ชื่อผู้วิจัย (ภาษาไทย).....

(ภาษาอื่นๆ).....

2) ชื่องานวิจัยภาษาไทย.....

(ชื่องานวิจัยภาษาอื่นๆ).....

ประเภทของงานวิจัย.....

วิธีการเก็บรวบรวมข้อมูล.....

ตัวแปรที่ศึกษา.....

สรุปสาระ.....

ผลการวิเคราะห์ข้อมูล.....

ข้อเสนอแนะ.....

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย



APPENDIX B

ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

No.....figure.....page.....

A content analysis of theses related to Korean studies in Thailand during 1988-2009

Academic institutions.....

Code no.....

Academic year.....

1) Author's name (Thai).....

(Other).....

2) Research's title.....

(Other).....

Type of research.....

Data collection.....

Variable study.....

Summary.....

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The result of analysis.....

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Recommendation.....

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ศูนย์วิทยทรัพยากร
จุฬาลงกรณ์มหาวิทยาลัย

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Name : Miss Phanwipha Chomphungam

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