

Thesis Title Skills in Official Telephone Conversation of Prince of Songkla University
Personnel, Pattani Campus

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Abstract

The intention of this study was to investigate into the facts of skills in the official telephone conversation made by the personnel of Prince of Songkla University, Pattani Campus in order to find out a level of their skills and compare the differences of their skills in such a conversation.

The universal subjects under investigation consist of 645 persons who were the personnel belonging to Prince of Songkla University, Pattani Campus, out of which the population sampling was taken by means of multi-stage sampling of 234 persons on the basis of whom the data were collected systematically. The data were analyzed by t - test and F - test. The statistics applied were in favor of absolute value, average, frequency, percentage and standard deviation.

The findings were as follows.

1. The skills in the official telephone conversation made by the sampling were found at medium level of skills of telephone conversation in each aspect, namely, that of the beginning, the purpose and the end respectively. As far as each of their sub-skills in the phone call is concerned , it was found that the telephone call skills in a greeting, introduction, response in terms of questions and answers, conclusion and ending were at the medium level. But their skills in inquiry and refusing were at the highest level.

2. As regards their skills in the official telephone call conversation by comparison, they were found that all the telephone calls by the samples both men and women of all the educational levels were highly skilful at negative response in their telephone conversation ;

those of all the age groups were highly skilful at inquiry and all of those attending all the office units during their office hours were found using either Thai or Malay dialect with the highest level of their skills in the negative response in terms of questions and answers. In addition, the frequency of those who made a phone call in the official communication during the office hours was different comparatively, but average of their skills was not different at statistical significance of .05.