

บทคัดย่อภาษาอังกฤษ

Research Title **The Development of English Medias in the Main Identity of Buddhist Arts and Culture of Wat Rachathiwas Rathchaworawiharn**

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ABSTRACT

The main purpose of this research was to study and analyze the development of English materials to communicate the identity of Wat Rachathiwas Rathchaworawiharn, Bangkok and the communication in the main identities of Buddhist Arts and Culture of Wat Rachathiwas Rathchaworawiharn . The qualitative data was collected through studying related materials, exploring the area, in-depth interviews with three groups of people: three persons who are local people, ten foreign tourists and five Thai tourist guides. A content analysis was used to analyze the qualitative data. The two main findings of the study were as follow:

1. The identity of Wat Rachathiwas Rathchaworawiharn, Bangkok. The buildings in Wat Rachathiwas Rathchaworawiharn areas which are in changed by the temple for normal people and tourists, consisting of Phra Ubosod or ordination hall, Sala Kan Parien or merit – making hall, and Phra Chedi or propaganda.

2. The communication of the identity of Wat Rachathiwas Rathchaworawiharn , Bangkok which the researcher found and should develop the innovation to present in English materials can be summed up in 6 items: 1) The history of Wat Rachathiwas Rathchaworawiharn, Bangkok 2) The ordination hall of Wat Rachathiwas Rathchaworawiharn 3) The mural paintings in Phra Ubosod of Wat Rachathiwas Rathchaworawiharn 4) Sala Kan Parien or merit – making hall 5) Phra Chedi or propaganda in Wat Rachathiwas Rathchaworawiharn 6) How to keep the public areas in Wat Rachathiwas Rathchaworawiharn.