

## Ms. Nuntiya Doungphummes

**Education** Ph.D. Journalism studies Cardiff University

### Areas of Research

- Health Communication
- Audience analysis
- Communication image
- Qualitative research in the field of communication.
- Media and Cultural Studies

### Research

- Survey the trust of the audience (Trust Rating) and create a list of quality indicators (Program Quality Indicator) by public media of "Thai PBS".
- Role of the Police in Thailand for ASEAN.
- Comparison to the safety of foreign tourists and perceived security dimension of Thailand Tourist Police.
- Thailand Media Development Report
- The management of Health Communication Body of Knowledge for Thailand.
- Analysis of the image of the Thai Health Promotion Foundation, (S.S.S).
- The policy study in creating the health communicator and the communication system for the National Health system.
- The need and the possibility to develop communication and health communication.
- Program Evaluation of 'knowledge network to build quality education.
- Presentation of strategic advertising agency in Thailand.

### Publications

- Nuntiya Doungphummes , Malee Boonsiripunth . ( 2553 ). “Thailand’s Health Communication Implication: From Burred Notions to Practical Challenges” .
- Pimmada Wichasin , Nuntiya Doungphummes . ( 2012 ). “A Comparative Study of International Tourists’ Safety Needs and Thai Tourist Polices’ Perception towards International Tourist’s Safety Needs” . World Academy of Science, Engineering and Technology , WASET online international journal , Issue 67
- John Langer , Nuntiya Doungphummes . ( 2006 ). “An Everyday World of Media: The New Literacy Challenge in Thailand” .
- Nuntiya Doungphummes , . ( 2005 ). “Critical Media Education in Thailand: Where It Stands?” .
- Nuntiya Doungphummes , . ( 2004 ). “Articulating the Local and the Global: Rural Thai Television News Audiences in Context” . The Milestone, St. John’s University
- Nuntiya Doungphummes , . ( 2003 ). ““Speaking for themselves’: Investigating Media Imperialism from an ‘Insider’s Point of View’ . The Milestone, St. John’s University.

- Nuntiya Dounghummes , . ( 2001 ). “The Methodological Mobilisation in Media Audience Studies from ‘Quantitative to Qualitative’ Approach” . Journal of Communication Arts, St. John’s University.

### Academic Presentation

- “A Comparative Study of International Tourists’ Safety Needs and Thai Tourist Polices’ Perception towards International Tourists’ Safety Needs”
- “Thailand’s Health Communication Implication: From Burring Notion to Practical Challenge”
- “The Application of Ethnographic Approach in Studying Media Audiences”
- “Thailand’s Health Communication System: from Unpromising Attempt to Disputable Challenge”
- “The Power of Media Language and the Case for Media Literacy: A View from Thailand”
- “The History of Thai Press: A Road to Freedom?”
- “The Status of Media Education in3024736
- Thailand”
- “Articulating the Local and the Global: Rural Thai Television News Audiences in Context”
- “‘Speaking for themselves’: Investigating Media Imperialism from an ‘Insider’s Point of View’
- Nuntiya Dounghummes , . ( 2011 ). Television News and the Politics of Glocalisation : Ethnographic Audience Research in Rural Thailand.
- John Langer , Nuntiya Dounghummes . ( 2009 ). “Media Education in Thailand: Contexts and Prospects” in Cheung.  
Nuntiya Dounghummes , . ( 2001 ). “Reviewed K. Johnson (2001) Television and Social Change in Rural India”