Abstract

Project Code	65003/2565
Project Title	Instructional Model for Enhancing Thai Communication Soft Skills for Kasem Bundit University Students
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The purpose of this research is a studying the components of soft skills in Thai language communication for students at Kasem Bundit University for using develop an instructional model and study the effectiveness of the instructional model. The sample group is 100 Kasem Bundit University graduates who graduated from 2019 - 2021, 10 entrepreneurs, 10 Thai language teaching experts, and students in the Thai Language for Communication course. Control group and experimental group, 50 people per group. Research tools include questionnaires, in-depth interviews. Group discussion recording form Test before and after class and the Thai language communication soft skills test Data analysis statistics are mean, frequency, percentage, standard deviation. Content analysis and t-test using a 3-phase research and development process, including 1) studying the components of soft skills in Thai language communication, 2) developing a teaching model, and 3) studying the effectiveness of instructional model.

The results of the research found that the effectiveness of the instructional model E_1/E_2 was 83.07/85.10, higher than the criteria of 80/80 as specified. The students' soft skills level in Thai language communication was at the highest level, which was the make it big level. And the results of the comparison of achievement between the control group and the experimental group has been a t-test value of 0.64. When the test results of before a studying and after a studying were compared. It appeared to be significantly higher at the 0.05 level.

Keywords: Instructional Model, Thai Communication Soft Skills, Kasem Bundit University Students.