EDUCATIONAL IDEAS IN ENGLISH NOVELS ABOUT THAILAND AS PERCEIVED BY WESTERN AUTHORS

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Abstract.   The purposes of this study were: 1) To identify and analyze educational ideas in English novels about Thai people as perceived by Western authors; 2) To identify and analyze educational ideas in English novels about Thai locations as perceived by Western authors; 3) To ascertain and analyze ideas in English novels about Thai culture and education as perceived by Western authors. The procedure for the research design was to review various leadership documents, textbooks, websites, and research journals at various libraries, bookshops, and online databases. The researcher used the content analysis method to synthesize the leadership characteristics in the leadership theories related to the research. Books written about Thailand by Western authors were surveyed, reviewed, carefully read, and randomly selected. In the Assumption University, Bangkok, library, there were 4114 English books with 6865 copies and over two hundred books written about Thailand as fiction/non-fiction by Western writers. For data collection, three books were selected by random for content and context and divided into categories of Location, People, and Culture with an educational background. The content was analyzed using words, sentences, or paragraphs. The sampling units used were excerpts in the form of sentences, paragraphs, or words. Coding units were utilized and word frequency counts elicited from sentences or paragraphs in which used. The validity and reliability of the proposed model will be tested by experienced eight outside coders the first time and another eight in the second round by different coders. The experts selected will have the leadership qualities with a knowledge of the process of content analysis, be linguistically qualified (English) and be competent educational leaders

Introduction

In this study, the researcher has conducted a research to analyze the educational ideas in English novels about Thailand as perceived by Western authors in different locations and people of Thailand, their culture and education. By using content analysis techniques to synthesize the perceptions of Western authors and their vision about Thailand is studied.

Despite the multitude of ways leadership has been conceptualized, it can be said that leadership is a process that involves influence and occurs within a group context leading to goal attainment. Therefore, when being involved in a research process, it can be said that Leadership is a process whereby an individual influences a group of individuals to achieve a common goal. Leaders need followers and followers need leaders (Burns, 1978; Heller & Van Til, 1983; Hollander, 1992, Jago, 1982) it can be said that the leader creates the communication linkages. In a research process, the researcher can act as a leader that creates a model for the research to be carried out and be accepted by the followers. Thus, a leader needs the self-confidence trait with a sense of self-esteem and the belief that one can make a difference by being assured that the attempts to influence others are appropriate and right. One key to being an effective leader is the willingness to accept responsibility along with the challenges. Intelligence and intellectual ability, together with perceptual and verbal ability combined with reasoning ability make a leader accepted.

Leadership requires a wide range of skills and competencies. Therefore, a leader requires the ability to deal collectively with reality, capacity to adapt to change, relative freedom from excessive anxiety or tension, ability to differentiate between the impossible and the possible, and willingness to self-evaluate. A leader has the ability to deal creatively and effectively with conflict and to listen and be assertive with people at all levels, and use power effectively and motivate others.

The images others have of a leader and the vision for the future that is communicated to others are not the result of a single action. They are the sum total of the leader's professional career and of whom and what the leader is. It is important to know where the leader is going, and if a vision cannot be articulated for the future, it can   lead to failure

Ethical Leadership principles consist of respect, service, justice, honesty, and community as seen in figure 1

Figure 1 : Leadership Theory and Practice. Peter G. Northouse (2004) Sage Publications.Inc.

To be good leaders, they need to be honest and build a common goal., be concerned about issues of fairness and justice. Ethical leaders who respect others also allow them to be themselves and approach others with a sense of worth, value, and treat them as worthy human beings.

Therefore the researcher feels that when writing novels and stories, an author is a leader who takes into consideration all the ethical values that behoove an ethical leader and write the truth about a situation whether it is fiction or otherwise. This will enable readers to visualize the true conditions contained in their stories.

In this study the researcher has conducted study of the perception of three Western authors in the novels about Thailand regarding the education, location and culture of Thai people It is a content analysis of the three stories which might be make-believe but actually there are some truths in the stories themselves. In addition, from these stories, the English language can be interpreted by the Thai society whether it is fiction or the truth that is written about Thailand. Related theories such as Perception Theory, English Novel Theory, Edwin R. Guthrie's Learning Theory, Law of Contiguity, Ethical Theory, Learning Theories viz. Behaviorism, Cognitivism, Constructivism, and Twentieth Century Education Theories together with the Gestalt Theory have been studied. By using content analysis technique to synthesize the characteristics of the excerpts taken from the stories whether in the form of words, sentences or paragraphs together with the frequency of the words in the books, the Dendrogram was utilized.

Research Objectives

1. To identify and analyze the educational ideas in English novels about Thai people as perceived by Western authors in different Thai locations
2. To identify and analyze educational ideas in the novels about Thai culture as perceived by Western authors.
3. To analyze educational ideas in English novels about Thailand and the education in Thailand as perceived by Western author

Conceptual Framework

A conceptual framework of a model for developing the outcomes of the educational ideas about Thailand as perceived by Western authors as shown in Figure 2

Figure 2 : Conceptual Framework
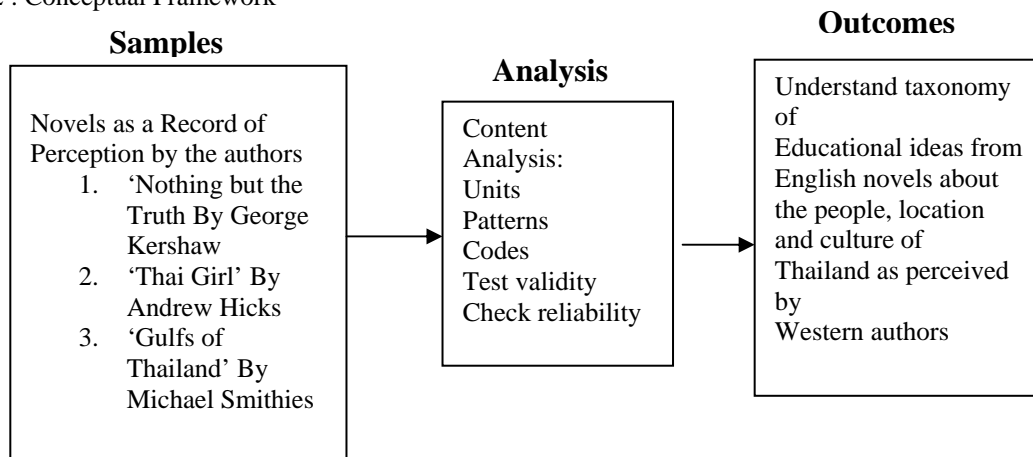
The Perception Theory can be examined from various fields of study including philosophy and psychology . Gibson's ecological approach believes there is no mediation from the mind between the object of perception and perception event itself. The function of perception is thus one of adaptations and therefore, the purpose is then to adapt the organism to its environment. In contrast, it compares this theory to Marr's computation theory which perception is seen from the neuropsychological level. Marr compares the human visual system to the computer system and analyzes how the computational theory appears to oppose the environmental theory paradigm that the mind mediates all that is perceived. In contrast to Gibson, Marr studies the deep recesses of the body in order to conclude about perception. This is a very scientific approach where Gibson relies on data gathered from observers and himself in a more philosophical paradigm.

Within the realm of cognitive psychology, perception involves the relationship between the observer and the environment. There are the direct theory and inferential theories . The theory asserts that the retina of the eyes move in correlation with the visual world (Warren and Wertheim, 1990)

Theories such as the Sapir-Whorf hypothesis, which combine linguistic relativity and linguistic determination show relationships between culture and language. For example, in certain hill-tribes in some Asian countries, languages have died and this is an important reason why cultures are under threat. On the other hand, some ex-colonial countries, despite decades of colonial rule, the indigenous languages have remained very strong, so it can be certainly said that it is possible that the survival of the languages encourages the survival of the cultures

Edwin R. Guthrie, an American behaviorist, and writer of the *Psychology of Learning (1935, 1956) proposed the Law of Learning, performed only one experiment to his theory of learning,* and used only one principle Law of Contiguity. . In 1952, he proposed the law of learning, the Law of Contiguity that stated, "A combination of stimuli which has accompanied a movement will, on its recurrence tend to be followed by that movement." He believes that if you did something in a given situation, the next time that you are in this situation, you will tend to do the same thing. .The law was reviewed in 1959 to read; " What has been noticed becomes a signal for what is being done". An organism, if confronted with an enormous number of stimuli cannot form associations with all of them and will respond selectively to only a small proportion of the stimuli confronting it and it is that proportion that becomes associated with whatever response is being made.

Studying *the Psychology of the Thai People: Values and Behavioral Patterns* by Komin (1990) it is found that Thai people accept values as the core concept in the study of culture, society and personality, social attitudes and behavior.

Thais are also said to have a big ego, a deep sense of independence, pride and dignity in spite of having a cool and calm front, they can be easily provoked to strong emotional reaction if the "self" or anybody close to the "self" is insulted. This condition is witnessed in the story*, The Gulfs of Thailand-Printer's Devil by* Michael Smithies when the school teacher Miss Bunluha of the school in Ronphibun, Thailand, was insulted by her nephew Tun who printed something obscene in the book of the school and her reaction to it was shown when she resigned and joined a nunnery because her ego was hurt

Research Methodology

The number of books listed in the Assumption university library is 4,144 books, (6,865 copies) and over 200 fiction/non-fiction books written by Western authors about Thailand. The researcher has randomly selected three books written in English about Thailand by Western authors. **Nothing but the Truth** by George Kershaw, **Thai Girl** by Andrew Hicks and **Gulfs of Thailand – The Printer's Devil** by Michael Smithies

A study and analysis of the documents and theories relevant to the selected stories are made while studying the location, people and culture of Thailand as perceived by the three Western authors. The educational ideas were also analyzed in the different locations of Thailand. According to Edgar V. Roberts (1993) *Writing Themes about Literature,* location of a place is an integral part of the novel and the natural and artificial settings, sceneries or environment in which the characters in the story live, have a distinct relationship with each other. Suntaree Komin (1991) in her book *The Psychology of Thai People: Their Values and Behavioral Patterns* discusses the culture of the Thai society in general. Krippendorff ,K.(1980)*Content Analysis: An Introduction to the Methodology,* has suggested questions to be addressed in every Content Analysis… The researcher has used content analysis as a basis for analyzing the three stories about Thailand selected for the research, according to the perception of the Western authors
Content and context were divided into categories. ,
Categories formulated with units were as follows:
1. Location –Living in urban or rural areas of Thailand
2. People - Office-workers, laborers, farmers, metropolitan, teachers etc
3. Culture   - Modern, traditional or mixed
4. Education – Temple school, primary, middle, high school, university or private schools.

Location and People, Culture, and Education in Thailand were taken into account as perceived by Western writers about Thailand. The content was analyzed by using words, sentences or paragraphs and excerpts from the novels Coding units showed separation of units in words, sentences or paragraphs. Word frequency counts were generated from key words and phrases from sample in which used and the taxonomy studied. The Dendrogram used and the reliability and validity of the research were checked by at least three experienced coders The first round of experts would be 9 experts and the second round 9 experts to test the validity of the findings of the research. .

The criteria for choosing experts were coders who are well versed in the study of Content Analysis and the coding system plus educators who are specialists in linguistics or English language majors and experts who have leadership qualities.

Educators are chosen as coding experts for being committed to their profession and having good morale, motivation and identity. Educators are leaders having a passion for teaching and upholding professional values and practices. They also value professional development and work devotedly for organization's goals: These educators have accurate judgments, are ethical and fair in evaluating and are not biased.

The criteria for using Content Analysis to analyze and synthesize the perception of the English novels written by Western writers is that content analysis is a systematic, objective analysis of message characteristics. It can be used to examine any piece of writing or recorded communication and provide the major themes occurring within the sample data based on the frequencies of content words. Content Analysis is a discrete way of examining interactions based on texts and a well-designed study can be found helpful for the accountability and oversight of the analysis and allow the analyst to justify the conclusions.

Conclusion

The results of the data were guided by the objectives:
1. Analysis of theories, principles and practices of the Learning Theory Perception Theory, Novel Theory, Law of Contiguity and Ethical Theory
2. Development of a Content Analysis model
3. Test of Model.

The result of the research has made non-Thai as well as Thai readers understand and know more about the location and culture. Further, Western perceptions of Thai educational values and systems will be subject to revision because of this research. The frequency of the words used in writings can be ascertained. by the style of writing of the author

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