

Sunida Siwapathomchai, Ph.D.

Asst. Prof.

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Profile

Assistant Professor Dr.Sunida Siwapathomchai, has over 20 years of expertise in intercultural and digital communication, teaching Thai and English as foreign languages, and community well-being research. Her approachable teaching style and modern methods emphasize practical application, while her research focuses on youth media use, family communication, and real-world community development

Education

- 2020** **Ph.D. (Communication and Media Studies)**
Department of Social Sciences
Loughborough University, UK
- 2002** **M.A. (Language and Culture for Communication and Development)**
RILCA, Mahidol University, Thailand
- 1998** **B.A. (Italian Language and Culture)**
Faculty of Arts
Chulalongkorn University, Thailand

Research Interests

- Language and Intercultural Communication
- Digital Communication Culture, and Its Impact on Society
- Media Use by Children and Youth
- Family Communication and Social Well-being
- Teaching Thai and English as Foreign Languages
- Positive Psychology for Communication

Present Positions

- **Deputy Director of Communication and Academic Services**
RILCA, Mahidol University

Employment History

- 2012 - Present**
Assistant Professor | RILCA, Mahidol University
- 2021 - 2022**
Deputy Director for Organization Communication and Academic Services | RILCA, Mahidol University
- 2009 - 2012**
Deputy Director for Organization Communication
RILCA, Mahidol University
- 2005 - 2009**
Assistant Director for Academic Services and Special Activities
RILCA, Mahidol University
- 2002 - 2005**
Program Secretary (Language and Culture for Communication and Rural Development Program) | RILCA, Mahidol University

Scholaships

2014–2019

Mahidol University (PhD research study)

2016

University Mobility in Asia and the Pacific (UMAP) Teaching the Thai language at Faculty of Asia Studies, Australian National University (March –May 2006)

2001–2002

Italian Government Scholarship, Studied the course of “History of Arts” University of Florence (October 2001 –May 2002)

Research Experience

Researcher

- 2023** • Collection and Analysis of International Media Regarding Thailand and International Trends
- 2021** • Collection and Analysis of International Media Regarding Thailand and International Trends
- 2020** • Study of International Policies on People with Disability, and Elderly People in 12 Countries within four regions
- 2014** • Negotiation on Children’s New Media Use and between Parents and Children in Thai Family Context
- 2012** • The Power of Language and Culture in Mobilizing Thailand towards Becoming a Happy Society
- 2008** • Folk Media for Youth Well-being
The Survey of Popularity and Opinions to the Documentary Programme Entitled “Design for Life”
- 2007** • Cross-border Education and Cross-cultural communication between Thailand and Cambodia
- 2005** • Motivations and Factors Affecting Local Media Operation in Nakhon Pathom Province, Thailand
The Research and Development Project on Local Health Communication
- 2004** • Local Media Procedures for Health Communication

Publications

International & Thai Journals

Narongdej, P., & Siwapathomchai, S. (2024). Understanding Communicative Relationships Between Caregivers and Foreign Retirees: A Diffractive Vignettes Approach. *Qualitative Research Journal*, 24(2), 169–182. <https://doi.org/10.1108/QRJ-10-2023-0148>.

Siwapathomchai S & Songnual, N. (2022). Communication and Positive Psychology in Teaching Thai as a Foreign Language. In Akanich, K. (eds). *Language and Intercultural Communication: Theories and Application Vol.2*, p.75-98. Language and Intercultural Communication Program, Research Institute for Languages and Cultures of Asia, Mahidol University. (in Thai)

Publications

International & Thai Journals

- Siwapathomchai, S.** (2020). New Media and Family: Children's Agency and New Sociology of Childhood. In Singhanat Nomnian (eds). Language and Intercultural Communication: Theories and Applications, Vol.1, p.141-170. Language and Intercultural Communication Program, Research Institute for Languages and Cultures of Asia, Mahidol University.
- Siwapathomchai, S.** (2015). Children's New Media Practice: Preliminary Study on Child-Parent Negotiations in Thai families. The Journal of Asia Critical Education (JACE). 3(1), p.55-71.
- Siwapathomchai, S.** (2011). Cross-border Education: Burdens or Opportunities?. Journal of Language and Culture, 30(1), p.65-82. (In Thai)
- Siwapathomchai, S.** (2009). Cross-border Education and Cross-cultural Communication: Agents for Harmony within the Thai and Cambodia Border Area, Proceedings of the First Annual International Conference on Social Sciences and Humanities: Theme: Harmony in Diversity. 2009(1), p. 570-580.
- Siwapathomchai, S.** (2009). Cross-border Education: A Basis for Wider Cross-Cultural Communication between Thailand and Cambodia. The International Society for the Social Studies Annual Conference Proceedings, 2009(1), p.78-81.
- Siwapathomchai, S.** (2006). Local Health Communication Procedures. Proceedings of the Conference on Humanities and Social Sciences, Faculty of Humanities and Social Sciences, Khon Khaen University, (September 2006), p.5-17. (In Thai)
- Siwapathomchai, S.** (2005). Comparison between Thai and English Riddles, in Thoughts: Journal of the Department of English, Faculty of Arts, Chulalongkorn University, (April 2005), p.84-98. (In Thai)
- Siwapathomchai, S.** (2005). "The Chinese-Thais' beliefs in Nakhonpathom Province of Thailand" presented in the international conference in the theme of "Cultural and Religious Mosaic of South and Southeast Asia Conflict and Consensus through the Ages" organized at New Delhi, India by SSEASR.
- Siwapathomchai, S.** (2003). A Study of the Listening Behaviour and Gratification of Teenagers to the Center Point Radio Programme. Journal of Language and Culture, 22(1), p.34-48.
- Khamnoonwatana, D., Hongkraitert, N., Chanjaroen, K., Buapraon, D., **Siwapathomchai, S.** & Phibulphanuwat, S. (2010). Folk media for Youth Well-being. Journal of Language and Culture, 29(2), p.89-110. (In Thai)
- Khamnoonwatana, D. & **Siwapathomchai, S.** (2009). Motivations and Factors Affecting Local Media Operation in Nakhonpathom Province, Thailand. Journal of Language and Culture, 28(2), p.25-39. (In Thai)
- Khamnoonwatana, D., Samphaonguen, N., & **Siwapathomchai, S.** (2009). The Research and Development Project on Local Health Communication. Journal of Public Health and Development. 27(1), p.11-28. (In Thai)

Books

- Khamnoonwatana, D., Sampaomgern, N. & **Siwapathomchai, S.** (2010). Language and Culture: Assurance for Society with Wellbeings. Mahidol University. (In Thai)
- Khamnoonwatana, D., Hongkraitert, N., Chanjaroen, K., **Siwapathomchai, S.**, Phibulphanuwat, S. & Buapraon, D., (2009). Folk Media for Youth's Wellbeings. Research Institute for Languages and Culture of Asia, Mahidol University. (In Thai)
- Khamnoonwatana, D., Sampaomgern, N. & **Siwapathomchai, S.** (2009). Local Health Communication. Bangkok: Charansanitwong Printing. (In Thai)



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