

Abstract

This Thesis on Environmental Movement : A Case Study of Greenpeace South East Asia (Thailand) aims to analyse 2 main issues: 1) Conditions enabling Greenpeace to establish and conduct environmental movements in Thailand and 2) Processes , methods , and strategies used by Greenpeace to conduct the movements. The study employs qualitative methods to do field work. During 2 years and 7 months (September 2002 - April 2005) of data collection , the researcher was a Greenpeace volunteer. Direct experiences in the organization's activities allowed the researcher to reexamine the research issues, familiarize with Greenpeace 's staff and volunteers, and gain indepth knowledge of the organization's movements. The activities which the researcher involved include: be in " The Action Team", participated in training courses and later, helped the training team to organize courses, joined seminars and many meetings.

Greenpeace has been established its local organization in Thailand since 2001. Conditions contributing to the establishment of Greenpeace local organization are as follows : 1) The external conditions. The seriousness of environmental problems at both global and local levels. Thailand is, compared to other South East Asian countries, "well- equipped" in terms of transportation and communication systems. Furthermore, socio - politic and economic space have been opened for public participation 2) The internal conditions.The organization has volunteers who have civic and environmental coriscousness. As they work with the organization, the training programs and various activities also raise their consciousness. The Greenpeace strategy of Nonviolence Direct Action (NVDA) is viewed by staff and outsiders as a suitable one for the organization's purposes. Since Greenpeace is a global organization, it has a wide network system.

Habermas's concept or public space has been used to analyse processes, methods and strategies of the Greenpeace movements. The Greenpeace has constructed a public space to allow public to discuss, share ideas and come up with common agreement. Using the public space, Greenpeace also distributes knowledge concerning environmental issues

and raise public awareness. The NVDA aims to stop the companies from polluting the environment and decrease the state legitimacy to solely manipulate the environmental management without public participation.

Beside the construction of public space, Greenpeace also employs what Gramsci called "hegemonic movements" -- strategies to gain a status of ideological leadership. The Greenpeace develops campaigning networks among GOs, NGOs, Private Enterprises, academics and people organizations. Knowledge / information concerning the environmental issues is distributed to public.