

The Memorial Hall of Chulalongkorn University: Creating and Collecting Memories on the occasion of the centenary of Chulalongkorn University

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Abstract

This research aims to study the narratives reproduced in connection with The Memorial Hall of Chulalongkorn University on the occasion of the centenary of Chulalongkorn University and to analyze the role of such reproduced narratives in recreating the perception of Chulalongkorn University. Without research methodology The research has found that the reproduced narratives can be divided into three groups: 1. the foundation of the first university as the cornerstone of the capital city; 2. the university being a pioneer in teaching and learning management; and 3. the role of Chulalongkorn University in serving society. The theory of collective memory has been adopted to explain the selection and reproduction of such narratives, from which it can be inferred that The Memorial Hall of Chulalongkorn University was used to recreate the perception of Chulalongkorn University as “the serving society university”. This notion is represented through the motto: The honor of Chulalongkorn is the honor of serving the people.

Keywords: Centenary of Chulalongkorn University; Collective Memory; Chulalongkorn University Memory Hall

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