

**The Development of Intercultural Communication Strategies and Academic  
Adaptation of Pre-Departure Chinese Students Using English as a Foreign  
Language in a Thai-Speaking Context :  
A Case Study of Chiang Rai Rajabhat University**

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**Abstract**

Based on the quantitative research, the major purposes of this study, entitled “The Development of Intercultural Communication Strategies and Academic Adaptation of Pre-Departure Chinese Students Using English as a Foreign Language in a Thai-Speaking Context : A Case Study of Chiang Rai Rajabhat University”, aimed to identify the use of intercultural communication strategies employed by Chinese students, as well as their academic adaptation employed by Chinese students in a Thai-Speaking context. For research methodology, two sets of on-line questionnaires related to identifying the use of intercultural communication strategies and academic adaptation employed by Chinese students were conducted with 35 third-year Chinese students majoring in English Studies program, the Faculty of Humanities, Chiang Rai Rajabhat University during the 2020 academic year. The data were statistically analyzed using mean, percentage, and standard deviation.

The findings of the study revealed that the overall use of the Chinese students’ intercultural communication strategies was rated at a moderate level when interacting with Thais in the Thai-speaking context in terms of asking for repetition on the unclear pronunciation or unfamiliar expressions, followed by avoiding talking about sensitive issues, and using their own language to facilitate the communication, meanwhile their use of academic adaptation was rated at a higher level in terms of their cultural challenges, followed by their supports, their readiness,