



# ASSIST. PROF. BANTHOON PHANKAEW, PH.D.

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## CONTACT

Faculty of Journalism and Mass  
Communication, Thammasat  
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## LANGUAGES

Thai

English

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## SKILLS

- Photography & Documentary Writing (nature, travel, environmental, wildlife, macro).
- Digital Imaging (Adobe Photoshop, Adobe Lightroom).

## EDITORIAL & PHOTOGRAPHY PROFESSIONAL

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## PROFESSIONAL SUMMARY

I am an academic and environmental communication specialist whose career bridges science and communication. With a foundation in fisheries biology and advanced degrees in journalism and mass communication, I integrate scientific knowledge with strategic communication expertise. My research and practice focus on environmental communication, risk and sustainability, and the representation of climate change through media and photography. By combining rigorous research, creative visual storytelling, and cross-cultural engagement, I have developed a unique academic profile that contributes both to scholarly knowledge and to practical solutions for communicating complex environmental challenges to diverse audiences.

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## EDUCATION HISTORY

**Ph.D. in Mass Communication** (International Communication), Thammasat University, Thailand (2019)

Dissertation: Visual representation of climate change

**M.A. in Journalism** (Mass Communication Management), Thammasat University, Thailand (2011)

Thesis: Principles and Ethics of Documentary Photographers in Travel Magazines

**B.Sc. in Fisheries Biology**, Maejo University, Thailand (2003)

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## WORK EXPERIENCE

### Academic & Teaching Positions

- Lecturer, Faculty of Journalism and Mass Communication, Thammasat

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## EXPERIENCE

- Editor, FOTOINFO Magazine (2010–2012)
- Writer & Photographer, FOTOINFO Magazine (2007–2010)
- Assistant Editor, Photo & Life Exposure (2004–2006)
- Freelance Photographer & Writer, Photo & Life Exposure (2003–2004)

### University (2020–present)

- Visiting Lecturer, Faculty of Journalism and Mass Communication, Thammasat University (2018–2019)
- Visiting Lecturer, Communication Arts Program, Chandrakasem Rajabhat University (2017–2018)
- Visiting Lecturer, Communication Arts, Soutsaka College of Management and Technology, Lao PDR (2014)
- Lecturer, Communication Arts, Faculty of Humanities and Social Sciences, Thaksin University (2013–2014)
- Visiting Lecturer, Faculty of Information and Communication, Maejo University (2009–2011)

## RESEARCH PUBLICATIONS (SELECTED & ADDITIONAL)

- Phankaew, B. (2025). Strategic Environmental Communication for Sustainability of NGOs in Thailand. *Siam Communication Review*, 24(1), 28–49.
- Phankaew, B., & Wongchettha, N. (2025). Soft Power in Joseph Nye's Concept and State Policies in Online News. *Journalism*, 18(1), 1–25.
- Phankaew, B. (2024). A Content Analysis of Edible Insects in Online Media. *Journal of Information Science Research and Practice*, 42(4), 117–137.
- Rakmanud, R. & Phankaew, B. (2024) Content Analysis of Stories in The Ghost Radio Program. *Media and Communication Inquiry Vol.6 No.1*(January –June 2024), 162–205.
- Patchimnan, M., Phankaew, B., & Inson, C. (2022). Integrated Marketing Communication Exposure, Attitude, Decision-making Process and Purchasing Behavior. *IAGBT*, 18(4), 169–181.
- Phankaew, B., & Sothanasathien, S. (2019). Visual Representation of Climate Change. *DPU Journal of Communication Arts and Management*, 13(1), 1–20.

## Research Grants & Projects

- Principal Investigator, Strategic Environmental Communication for Sustainability of NGOs in Thailand (2025).
- Principal Investigator, Business Innovation Model for Cricket Products, Kasetsart University Research Fund (2021–2022).
- Research Consultant, Shared Cultural Narratives among ASEAN Countries for Sustainable Tourism, DASTA, Thailand (2024).
- Co-Researcher, Transformative Policy Mix in Thailand's Bioplastic Transition, ZEF, University of Bonn. (2019)

- Co-Researcher, Towards Just and Sustainable Land Allocation for Southeast Asia's Farmers Displaced by Climate Change (2025–2027).

## Additional Roles & Contributions

- Competition Judge, Exploring Thailand's Insect Diversity: Photo Competition 2024.
- Speaker, Creative and Just Environment and Climate Change Engagement Workshop, Vientiane, 5–9 August 2024.
- Lecturer, Bees Detective Program – Applying Photography in Biodiversity Education.
- Speaker, Application of Photographic Techniques for Environmental Research.
- Exhibitor, Firefly Photography Showcase, International Union for Conservation of Nature (IUCN).

## Awards & Honors

- First Prize & Royal Trophy, Wildlife & Forest Photography Contest – Forest category (2015).
- Excellence Award, Wildlife & Forest Photography Contest – Macro category (2020).
- Honorable Mention, Wildlife & Forest Photography Contest – Wildlife category (2008).
- Third Prize, Wildlife & Forest Photography Contest – Free Technique category (2007).

## Training & Workshops

- Photography Workshop with Geoff Steven, CEO, OUR PLACE World Heritage Collection, New Zealand.
- Fashion Portrait Photography Workshop with Sarah Silver, Bangkok, Thailand.
- Portrait & Printmaking Workshop with Greg Gorman, Singapore.