

C850516 : MAJOR MASS COMMUNICATION

## : MAJOR

KEY WORD: MALE AUDIENCES / VIEWING PATTERNS / SOAP OPERA / USES AND GRATIFICATIONS

AUTUMPORN LUANGLUEJAROENKIT : MALE AUDIENCES' VIEWING PATTERNS OF SOAP OPERA

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This research is a studying about audiences by using selective processes and uses and gratifications approaches. The purpose of the research is to investigate the soap opera viewing behavior of male, including uses and gratifications and beliefs and values gained from viewing soap opera. Depth interviewing and questionnaires were research methods used for the data collection from a total of 30 male sampling separated into 3 groups, by ages and lifestyle, namely teenage, adult and the elderly.

The results show that although most sampling stay with their family and have their own television set, they prefer watching programs together with their family members and choosing those programs by themselves. For soap opera viewing behavior it is found that 50 % of sampling explore each soap broadcasted and mainly choose these programs by themselves. Most sampling used their favorite actors as the key criteria for viewing soap. Moreover, most men have no intention before viewing. During viewing soap, the different ages and lifestyles create different intention in viewing. However, there are not differences in their comment, and utilizes the massages they received after their viewing.

The key uses and gratifications which men received from soap opera were entertainment, surveillance, relaxing, rest time and personal relation.

In addition, the researcher found that soap opera transmit beliefs and values to male audiences. There were 4 groups of beliefs and values, including, relation between human and objects, relation between human and human, religious value and Thai social value.

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