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WARAPORN LERTWORASIRIKUL : THE VIEWING PATTERN OF TELEVISION NEWS OF  
RURAL PEOPLE IN SI SA KET PROVINCE. THESIS ADVISOR : ASSO. PROF. KANJANA  
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This research was a study about audiences in rural area. Major theoretical frameworks were based on the Social Categories, the Selective Processes, the Social Uses of Media and the definition related to news. The purpose of the research was to understand TV news viewing behavior and social uses of TV news of rural inhabitants in Si Sa Ket province, including their opinions about TV news today. Focus group was mainly used along with questionnaires as research methods to collect data from a representative sample of 40 separated by gender, male(20) and female(20). Results of the study are as follows:

Most rural people of the representative sample watch TV news regularly at home with their family. Men have more right to control over the choosing of the programs. All prefer watching early night news programs mostly from channel 7 following by channel 3 and channel 9. They like politics news most and crime, sport, entertainment, agriculture, royal and economics news respectively. None of the sample watches news from channel 5, 11 and ITV due to a problem of receiving TV signal and that causes them not to be able to watch local news from channel 11 of Ubonratchatane province neither.

The social uses of TV news are for social learning first and then social relation, situation control and social isolation respectively. In addition, in the rural audiences' opinion, there is more Bangkok news, both in quantity and detail, than regional news. Also, the text and meaning is far from their way of life. They need news, which are more proximate to their custom and lifestyle and they want more news from local area to be transmitted to those in urban area.

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