

Surarit Suwannarat 2010: Factors Affecting Agricultural Television Program Production and Broadcasting in Thailand. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ed.D. 111 pages.

The purpose of studying is to study basic information of producers in producing agricultural television programs, the factors of producing and broadcasting and the suggestions from mass media academics. The method of study is the focus interview on three groups of people :- 1. A group of agricultural television program producers. A group of managing directors of television stations. A group of academics for agriculture mass media or mass media instructors from universities.

On the result of study, the longest broadcasting agricultural program is “Ton Mai Bai Ya” on channel MCOT 9, broadcasted so long for 216 months. Next, the program “Kao Kai with Department of Agriculture is broadcasted for 192 months. On the period of broadcasting, three programs are broadcasted at 5.00 – 5.30 a.m. and the other three programs are at 5.30 – 6.00 a.m. 5 days a week. For the length of program, seven programs are broadcasted for 30 minutes. For the number of staff producing, five programs are operated by four people each.

The most important factor on producing agricultural television program is about all content because of a great variety of agriculture information. Producers must choose the interesting and useful information for specific target.

The most important factor on broadcasting is the television station’s policy because the policy is the guide line to set up many different programs broadcasted on television.

For mass media academics’s suggestions, they have only the same opinion that the government and television station managing directors should attract attention on agricultural television programs more importantly than in the present. The producers must know and understand agriculture content really.

Student’s signature

Thesis Advisor’s signature

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