

Phutchariya Prapasong 2009: The Impact of Visual Pollution on Temples from Posters in Bangkok : A Case Study of Inner Bangkok Zone. Master of Science (Environmental Science), Major Field: Environmental Science, College of Environment. Thesis Advisor: Associate Professor Ittiphol Rasriekreangkrai, M.Ed. 86 pages.

The purposes of this experimental research were to ;1) study the environmental condition of the temple where posters were present; 2) study the sight pollution resulting from posters; 3) write measures to alleviate problems of sight pollution; and 4) evaluate the satisfaction factors using those measures.

The study group comprised 150 subjects randomly selected by quota in the vicinity area of 1.5 kilometer radius. The tools for data collection were questionnaire asking attitude and satisfaction, 2 dimensional models of the authentic area and 2 dimensional images. Data analysis was drawn by percentage, means, standard deviation and t-test. The reliability of 0.7902 was obtained.

The study showed that the environmental condition of the temple with posters consisted of anatomical structure and its esthetic value of both the temple and the posters: the anatomic structure of the temple such as pagoda, pavilion, mural, the anatomical structure of the poster like type and how it was stalled along the wall, and esthetic value of line, color, shape, form, size, proportion, light, shade and texture. It was also found out such eclectic duties of the temple as the impart of Buddha principles and morals, art conservation, esthetic enhancement, and stress reduction. Posters were used to communicate the idea, and arouse interest in certain business. The evaluation of the impact on the landscape was critical (-3) which was accordance with the appraisal of the attitude (67%) of which 80% was to be accepted. When the esthetic value of posters and the temple were compared, it was evident that posters drew more attention to the public. After mitigating visual pollution measures were implemented, the evaluation showed higher level of satisfactory value.

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Thesis Advisor's signature

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