

SUCHITRA THAMPILA : STATE, NEEDS AND PROBLEMS CONCERNING MEDIA FOR TRAINING WORKERS IN INDUSTRIAL FACTORIES, BANGKOK METROPOLIS. THESIS ADVISOR : ASST., PROF. ORNJAREE NATAGUATUNG, Ed.D. 141 pp. ISBN 974-582-086-5

The objectives of this research were to study the state, needs and problems concerning media for training workers in industrial factories. The population comprised of 66 officers from 102 factories in Bangkok Metropolis. the study concluded that :

1. Used materials were found to be the most extensively utilized media for industrial manufacture training. The available materials were books or printed materials, videotapes and overhead transparencies. They were all in good condition. The equipments commonly used for training included : blackboards or whiteboards, televisions, video recordings, speakers and overhead projectors. There was a sufficient quantity and functioning equipments. Unequipped meeting rooms for 20-40 persons were used as training rooms.

2. The most common sources for training materials were from production team of training divisions, guest lecturers, commercial media distribution companies and media divisions. Training divisions provided all training equipments. Guest lecturers were manufacturer's staffs, supervisors and training division lecturers.

3. Most needed materials and equipments were books or publications, printed materials, blackboard or whiteboard, overhead transparencies and projectors, videotapes and video recordings, speakers and televisions. They required guest lecturers who were staffs, supervisors and persons in charged of training. The most appropriate training location was within manufacturer's buildings.

4. Problems concerning training media were too small training rooms and no rooms have been modified for use of training. There were no media modified for use of training. There were no media personnel available to provide consultative services.

5. Training topics needed were : Orientation, Safety, Human Relations, Team Work Technique, Technique for increasing production, Production Technique, Administration for Supervisors, Labour Law and Labour Union Administration.