

## ABSTRACT

Thesis Title : An Efficiency of the Videotape Lesson on  
“Pictures for Television Program Production”  
for Undergraduate Students in Communication Art,  
Rajabhat Institute

Student 's Name : Mr. Prapoj Sremanee

Degree Sought : Master of Education

Major : Educational Technology

Academic Year : 2000

Avisory Committee :

- |   |             |
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The purposes of this research were : to evaluate the efficiency of the Videotape Lesson on “Pictures for Television Program Production” and to compare the achievement of the students who learned by videotape and those who learned by lecturing. Sixty students from Undergraduate Students in Communication Art, Rajabhat Phranakorn Institute were selected by Purposive Sampling and divided into two groups; control and experimental group.

The results were as follows :

1. The efficiency of videotape lesson was 80/80
2. The achievement of the students who learned by videotape was statistical significance higher than those who learned by lecturing.