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KEY WORD: INFORMATION DISSEMINATION / THE LISTING OF THAI AIRWAYS

KANYARAT UDAKARN : INFORMATION DISSEMINATION TO PROMOTE THE LISTING OF THAI AIRWAYS INTERNATIONAL CO., LTD. INTO THE STOCK EXCHANGE OF THAILAND. THESIS ADVISOR: ASSOC. PROF. YUBOL BENJARONGKIJ, Ph. D.

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The purposes of this research are to study information dissemination in promoting the listing of Thai Airways International Co., Ltd. into the Stock Exchange of Thailand and to examine the use of media content whether it serves the objectives of the program. The study was conducted using indepth interview technique to collect data from those involved in the promotion program and data from related documents. The program was divided into 3 stages; Initial Public Offering Period or Pre-Launching Period, Subscription Period or Launching-Period and Pre-Trading Period or Post-Launching Period.

Results are as follows:

1. The mix of multi-media was brought into use by Thai Airways to promote the listing into the Stock Exchange of Thailand. In addition, the comparison of 3 stages of the program shows that most varied forms of media were used during the Pre-Launching Period, less during the Launching Period and the least during the Post-Launching Period.

2. Media content served the company's plan in view of objectives, concepts and target groups. However, different levels of emphasis on media content were found among the Pre-Launching Period, Launching Period and Post-Launching Period.

Emphasis of media use on the program was merely placed during the Pre-Launching Period and Launching Period. The least emphasis was during Post-Launching Period.

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