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KEY WORD : RECEPTIVENESS / POETIC MESSAGES / THE PRINCESS MOTHER'S PASSAWAY

RATIYA WIROONLUECHA : AUDIENCE RECEPTIVENESS OF POETIC MESSAGES IN LOVING MEMORY OF THE PRINCESS MOTHER'S PASSAWAY THESIS ADVISOR : ASSO.PROF. AUYPORN PANICH, 95 pp. ISBN 974-334-317-2

This research applies experimental method aiming at studying factors which affected audience receptiveness. The study used as case study poetic messages in loving memory of the Princess Mother's passaway. The subjects selected for the experiment were 30 students who were exposed to 12 poetic messages through reading and listening of 4 types : silent reading, oral reading, listening to identified well-known senders and listening to unidentified senders.

Content analysis revealed that the poems with more figures of speech created more sentiment as reported by the subjects than the ones without them. Those figures of speech comprised simile and hyperbole.

T-test used to analyze the mean value of sentiment showed that differences in communication channels were statistically significant, namely, reading versus listening, silent reading versus oral reading and listening to rhythmic reading versus listening to ordinary reading.

Nonetheless, no statistically significant differences were found between listening to identified well-known senders versus listening to unidentified senders and between male versus female message receivers.

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