

## C850868 : MAJOR MASS COMMUNICATION ARTS

KEY WORD:

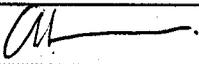
CONSUMPTION AND PERCEPTION / REHABILITATION PROGRAM / GROUP THERAPY / PROSTITUTION.  
DONRUDEE SUWANKIRI : INFORMATION CONSUMPTION AND PERCEPTION TOWARDS  
PROSTITUTION AMONG FEMALE PARITICIPANTS IN KREDTRAKARN REHABILITATION  
PROGRAM. THESIS ADVISOR : ASSOC. PROF. NANTAWAN SUSHATO, Ph.D. 200 pp.  
ISBN 974-635-967-3.

The purpose of this study was to evaluate the effectiveness of the Kredtrakarn resource development project. Focus was also on an analysis of respondents' attitudes towards themselves and prostitution after a completion of the project. Data collection was conducted through participation observation , in-depth interview , and self-administered questionnaires of 87 former prostitutes from the project.

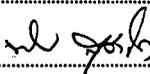
Findings demonstrated that most respondents were 20 - 25 years of age and originally from the North. Their education was only at 5 or 6 Grade level. The majority have been prostitutes for 1-3 years. Problems of poverty and a need for family financial support were claimed as main factors for becoming prosititutes. Most of these women reflected their favorable attitudes towards group therapy. They admitted that interpersonal medium was the best way to comprehend the subject matter learned in the group.

It was also found that there was no significant relationships between variables of SES, media exppsore, group participation and women's attitudes towards themselves and prostitution. Emphasis on occupation training instead of rehabilitation quality failed to facilitate changes in these women's attitudes and beliefs towards their occupation. Around 80-90 % of them reported that they wished continue prostitution activities and were uninterested in training for new careers.

ภาควิชา..... การสื่อสารมวลชน.....

ลายมือชื่อนิสิต..... 

สาขาวิชา..... การสื่อสารมวลชน.....

ลายมือชื่ออาจารย์ที่ปรึกษา..... 

ปีการศึกษา..... 2540.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....