

C750470 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD:

DIMENSION / CONSUMPTION / WOMEN'S MAGAZINES

VARINTHRA KAIYOURAWONG: DIMENSION OF CONSUMPTION IN WOMEN'S

MAGAZINES. THESIS ADVISOR: ASSOC. PROF. KANJANA KAEWTHEP, Ph.D. 232 pp.

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This research aims at analyzing the various roles of magazines, the factors relating to the formulation magazine contents and the dimensions of consumption in each of the target groups of the magazines "Dichan", "Praew Sud Supda" and "Kwan Roen". Data analysis was undertaken through content analysis and interviews with the editors, based on Baudrillard's theory of sign consumption.

The results of the study show that the role of the magazine at present plays at providing both knowledge and entertainment. It also serves the advertising business. For the latter function, the media thus transmit and cultivate the consumption patterns of the reader.

The factors engaged in the formulation of the content of the magazine can be divided into two categories. First, the internal factors are the pattern of ownership which is the most importance and the editorial staff. Second, the external factors include advertisements, current issues, receiver's preference, the economic situation and competitors.

The result of analyzing reveals that Baudrillard's logic of value embodied in each magazine content, the logic of sign value is mostly found in Dichan (36.80%) and Praew Sud Supda (33.96%). In case of Kwan Roen, the logic of use value comprised the most (37.60%), followed by the logic of sign value (28.00%).

It can be concluded that the dimensions of consumption in women's magazines do not indicate only the logic of use value but also the logic of sign value, which increases more important of role in society at present.

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