

C850363 : MAJOR JOURNALISM

KEY WORD: READER'S EXPECTATION EXPOSURE AND GRATIFICATIONS OF GOVERNMENT SAVINGS

BANK JOURNAL

MUNGRITHAI THAIPEECHA : READER'S EXPECTATION EXPOSURE AND

GRATIFICATIONS OF GOVERNMENT SAVINGS BANK JOURNAL. ADVISOR : ASSOCIATE

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The purpose of this research is to study the behavior of the readers both inside and outside the bank for exposure for the Government Savings Bank Journal, to study the expectation and gratification from the exposure the information provided in the Government Savings Bank Journal, including to study the relationship between expectation and the behavior of reading and gratification from government savings bank Journal. This research is a surveying research by random sampling of 300 people. The questionnaire were analyse to find the percentage, average and varify the hypothesis by testing T-test and Pearson's Product Moment Correlation Coefficient

The research reveal the following

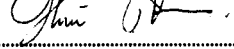
Out of the sample group of 300 people 256 used to read the Government Savings Bank Journal. Most of the readers are female between 20-39 years of age, having bechelor degree or equivalent. Most of them read all issue of Government Savings Bank Journal. Some read part of the Journal. Most of the readers read the Journal to make use of their freetime. Having read it they fullfill their expectation in improving their informative. More over from the test hypothesis it is found that

1. The readers inside the bank have behavior in exposure to the Government Savings Bank Journal is different from the outside readers.
2. The inside readers have expectation from exposure of the Government Savings Bank Journal not different from the outside readers.
3. The inside readers fullfill their gratification from exposure of the Government Savings Bank Journal which not different in some issues and different in some issues.
4. The expectation of the readers related with the exposure and the gratification of Government Savings Bank Journal.

ภาควิชา.....วารสารสนเทศ.....

สาขาวิชา.....การหนังสือพิมพ์.....

ปีการศึกษา.....2540.....

ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....