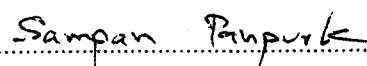


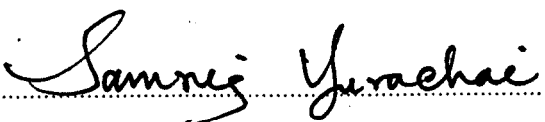
THESIS TITLE : A COMPARATIVE STUDY OF OPINIONS CONCERNING
TELEVISION PROGRAMS FOR THE PROMOTION OF THE
THAI LANGUAGE BETWEEN TEACHERS TEACHING THAI
AND PRATHOM SUKSA VI STUDENTS

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ABSTRACT

The purposes of this research study were to (1) compare opinions of teachers teaching Thai and Prathom Suksa VI students concerning television programs for the promotion of the Thai language, and (2) compare their opinions about the features of the programs. The total population of this study was 25 teachers teaching Thai at the Prathom Suksa VI level, and 2,713 Prathom Suksa VI students from 21 schools in the Khon Kaen municipal area during the first semester of the academic year 1994. The samples were 13 teachers teaching Thai and 557 Prathom Suksa VI students selected by using the two - stage stratified random sampling. The research instrument was a questionnaire which was divided into three parts : (1) the status and the viewing of television programs, (2) opinions concerning television programs for the promotion of the Thai language, and (3) opinions of the teachers and the students about the features of the television programs for the promotion of the Thai language and videotapes of

some sample television programs. The sample videotapes were divided into two parts : (1) the knowledge of the Thai language from television programs for the promotion of the Thai language, and (2) features of the programs.

The data were analyzed by using the statistical packaged for the social sciences (SPSS/PC⁺) for the percentage, the arithmetic mean, the standard deviation, and the t-test. The results of the research study showed that (1) the Thai teachers' and the Prathom Suksa VI students' opinions about the television programs concerning the promotion of the Thai language in listening, speaking, reading and writing were significantly different at the 0.05 level ; (2) their opinions about the programs concerning principles of the Thai language were significantly different at the 0.05 level ; (3) their opinions about the programs concerning the increasing of skills including listening ,speaking ,and writing were significantly different at the 0.05 level but there was no significantly different at the level 0.05 of their opinions about the reading skill; (4) their opinions about the features of the programs concerning the contents the presenters, the suitable dates and times to televise, and the participation in the programs were significantly different at the 0.05 level ; however, there was no significant difference at the 0.05 level of their opinions concerning the means of the content presentation and the length of the programs.