

# #C750253 : MAJOR ARTS IN DEVELOPMENT COMMUNICATION  
KEY WORD:

HEALTHCARE/TELEVISION/HEALTH PROGRAMMES

NIPAPAN SOOKSIRI : TREND OF HEALTH CARE IN TELEVISION HEALTH PROGRAMMES

ASSIST.PROF.KANCHANA KAEWTHEP,Ph.D. 126pp. ISBN 974-637-350-1

This research focuses on representation of health programmes on television to determine whether it serves as mechanism to promote fair distribution of health care or on the other hand,aggravates discrimination in the service.

Objective:

1. To compare health programmes on television supported by the government and the private sectors in various dimension.
2. To study any implication of division of social classes through contents of health programmes on television.
3. To compare the holistic health concept with the non-holistic one in the presentation of health programmes on television.
4. To study views of different group of audience(lower,middle,and upper classes)toward health programmes on television.

The study examines health programmes on television in two characteristics - programmes for educating and for commercialism. The contents of health programmes are divided into 6 categories - food,Aid,mother and child,visual health,dental health,and ailments. Health programmes supported by government agencies focus on educating rather than commercialism while the private sector's emphasizes the opposite. Most of the television health programmes of both of government and private organizations do not particularly represent social classes. The fewer ones with class representation mostly cater for the upper class. The holistic health concept is presented in the programmes more than non-holistic health concept . The educating programmes present the holistic health concept more than the commercializing programmes.Health programmes supported by government organizations the holistic health concept mother than private organizations.

According to health programees evaluation,audience in different group prefer the commercializing programmes to the educating programmes. Moreover,health programmes are not regularly watched. Although all groups of audience know that television health programmes do not signify social class discrimination and their contents while the middle and upper classes think the information may not be 100 percent accurate. In addition,the evaluation also find that audience in the lower and upper classes see the health programmes as presenting the non-holistic concept more than the holistic. While the middle class finds it the opposite way.

ภาควิชา..... ประชาสัมพันธ์

สาขาวิชา..... นิเทศศาสตร์พัฒนาการ

ปีการศึกษา..... 2540

ลายมือชื่อนิสิต..... *Kan* *Sook*

ลายมือชื่ออาจารย์ที่ปรึกษา..... *Ja*

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....