

## C742765 : MAJOR AUDIO-VISUAL COMMUNICATIONS

KEY WORD : COGNITIVE SYLES/ CAMERA ANGLE/ VIDEOTAPE LESSONS

BOONSERM NATEKENG : AN INTERACTION OF COGNITIVE STYLES AND TYPES OF CAMERA ANGLE IN VIDEOTAPE EDITING DEMONSTRATION WITH VIDEOTAPE LESSONS UPON LEARNING ACHIEVEMENT OF UNDERGRADUATE STUDENTS. THESIS ADVISOR : ASSOCIATE PROFESSOR SOMCHAO NATEPRASERT, 72 pp. ISBN 974-635-141-9

The purposes of this study were to examine the interaction of cognitive styles and types of camera angle in videotape editing demonstration with videotape lessons upon learning achievement of undergraduate students.

The population used in this experiment consisted of a total of 150 sophomore students of the Faculty of Communication Arts, Chulalongkorn University in the academic year 1996. The students were required to take the Group Embedded Figures Test in order to group their cognitive styles according to the field dependence and the field independence. In the field dependence group, 10 students are selected by means of simple random sampling to take part in an experiment with videotape lessons using objective camera angles, while 10 other students are selected by the same method to be experimented with videotape lessons using subjective camera angles. Likewise, in the field independence group, 10 students are selected by means of simple random sampling to take part in an experiment with videotape lessons using objective camera angles, while 10 other students are selected by the same method to be experimented with videotape lessons using subjective camera angles. Altogether, there are 4 experimental groups and a total of 40 students participating in this experiment.

The researcher collects data from these students' learning achievement and analyses the data statistically, using the two-way analysis of variance. The findings of the experiment can be summarized as follows.

1. The students who have different cognitive styles, namely the field dependence and the field independence, when taking videotape lessons using different camera angles in demonstrating editing principles, show the same learning achievement in statistically no-significant differences.
2. The students who take videotape lessons which use different types of camera angle, namely the objective camera angle and the subjective camera angle, in demonstrating editing principles show different learning achievement in statistically significant differences at .05 level. The group of students who take videotape lessons using subjective camera angle demonstrate a higher level of average learning achievement than those who take videotape lessons using objective camera angle.
3. The students who have different cognitive styles, namely the field dependence and the field independence, when taking videotape lessons show the same learning achievement in statistically no-significant differences.

ภาควิชา.....  
                  .....  
สาขาวิชา.....  
                  .....  
ปีการศึกษา.....

โสตทัศนศึกษา

โสตทัศนศึกษา

2539

ลายมือชื่อนิสิต.....  
ลายมือชื่ออาจารย์ที่ปรึกษา.....  
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....