Independent Study Advisory Committee

| Geometrie | Ge

Independent Study Title Access to the Mass Media as Sources of

Educational Media for Students in Udon Thani

Teacher College's : A Case study of Newspapers.

This study was the survey of the Access to the Mass Media as their sources of Educational Media and the present status for the Students of Udon Thani Teacher's College: A case Study of Newspapers. The sample group of 250 students were randomly selected from the four faculties of the college.

ABSTRACT

The findings revealed that the students were mostly interested in reading entertainment and social news; and, pictures with general description. The students considered documentary as their most enteresting reading under the knowledgement section while most of them showed their interest in reading humerous comics under entertainment section; and, private business or .iob vacancy under classified advertisement. Regarding the students' opinion, the findings revealed that the students considered scientific news such as satallite communication the most useful as it provided up-date and world-wide

information. Under the opinion expression section, the students considered analytic articles most useful for creativity and clear understanding upon social problems; and, pollitical, economical, and educational situations. According to the knowledgement section, they found documentary as the most knowledgement provision source. They also expressed their opinion upon the appropriateness of the portions of different sections in newspapers that political, criminal, and economical sections were over-published. The portions of such sections should have been reduced.

According to the students' opinion upon the quality improvement of the newspaper, most of the students agreed to avoid distorted headlining. The newspaper headlines should be presented according to the facts happened. The language used, especially in criminal news, should not be over-emphasized. The sexual and over-exciting news and pictures should be reduced. Moreover, according to the opinion expression section, the students agreed to have the newspaper expresses neutral opinion and provides opportunity for the students to express their opinions in the newspaper. The students emphasized that the grammatical correctness of the language used in the newspaper should be considered. In addition, the newspaper should provide information regarding future careers. However, it should reduce sexual information and pictures which might be dangerous to the national moral and culture. Finally, according to the advertisement section, the newspaper should emphasize the grammatical correctness of the language used and concerning upon only the facts happened.

Regarding the study of the students' present status, the findings revealed that the majority of the sample-group students were from farmer families. The average income of their parents' about 2,000 baht per month. Most of the students have their own 5.000 accommodation while the others have to rent private and college dormitories. According to the study of their access to the mass media as their sources of educational media, it is found that the students access to the newspaper the most, while access to television, radio, magazines, and movies respectively. They are most like to read the newspaper at their accommodation and select the news and sections that interest them most. According to the length of time the students spend on reading the newspaper, most of them spend about 11 - 20 minutes. Finally, the students found Thairat, Dairy News, and Matichon Newspaper, their most favorite newspapers respectively.