

C851232 : MAJOR MASS COMMUNICATION
KEY WORD:

: USES AND GRATIFICATION / INTERNAL MEDIA

THANEEYA POTHANANT : USES AND GRATIFICATIONS AMONG EMPLOYEES
OF THE SIAM CEMENT PUBLIC COMPANY LIMITED. THESIS. ADVISOR : ASSO.
PROF. THANAVADEE BOONLUE, Ph.D. 110 pp. ISBN 974-636-456-1

This research was aimed to study the uses and gratifications of the internal media among employees of The Siam Cement Public Company Limited. Sampling of 274 employees was conducted along with the use of questionnaires of percentile, t-test value, oneway ANOVA and Pearson product moment correlation coefficient. Statistical analysis were performed to yield results as follows:

1. Employees are most receptive to announcements, and are most interested in employees' welfare news.
2. Employees are kept well-informed of the Company's activities by benefitting from the up-to-date status of events.
3. Employees are most satisfied with the media of internal newsletters, and their content which are of benefit and highly informed.
4. Employees of different ages, sexes and length of employment do not exhibit any significant differences in media reception, their uses and satisfaction of the messages. On the other hand, employees of different educational levels and categories exhibit differences in media reception, uses and derived satisfactions.
5. Media reception holds certain correlation with the uses and satisfaction of the media.

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