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KEY WORD: MASS MEDIA / LEARNING AGENT / SINGER MODEL / CANDIDATES OF SINGING CONTEST
PREYATHORN MADAMENDR : THE ROLE OF MASS MEDIA AS A LEARNING AGENT OF "SINGER MODELS"
FOR THE CANDIDATES OF THAILAND JUNIOR AWARD SINGING CONTEST 1994 - 1995. THESIS -
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The objective of this research is to learn about the public's perception towards the youth singer who received awards from the "Subaru award" contest via analysing the quality and collect information through interviews the parents and information from people closed to the children and oher information from 1996 and 1997

The research shows the media has an effect on giving information about singing by encouraging the children and the paernts to have good feelings towards music and by teaching them that children can be sucessful and accepted by the society by becoming a singer

Once a child knows that it's good to become a singer, the child will try to be more open to information about singing and notice the characters of the singer and example from the singer. Information can be transferred to the media such as example of way to sing, to dance, to dress, choide of music. Once the information is recieved, the child will memorize the information and use such information in his music depending on the child's ability

The way the child collects, and recieves the in formation is the way to copy the singer

In conclusion, the media has an effect in the child singer and the way it represents the image and the awards that markes that child knows the benefit of singing and to try to sing the best and receive an award.

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