

##C851325 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : MODERNIZATION/MEDIAEXPOSURE/SOCIAL ENVIRONMENT AND BEHAVIOR OF
CUSTOME AND LANGUAGE USES

DARARAT CHAIYASO: THE RELATIONSHIP OF MODERNIZATION, MEDIA
EXPOSURE, SOCIAL ENVIRONMENT AND BEHAVIOR OF COSTUME AND LANGUAGE
USES IN AMPHOE MUANG CHIANGMAI. THESIS ADVISOR : ASST.PROF.JARANAI
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The research is the survey on 420 samples who are natives of
chiangmai which aims at examining the relationships and differences among
the independent variables as modernization, media exposure, social
environment, demographic characteristics and the two dependent variables
local costuming and local language usage. The results of the study could
be summed up as follows:

On the part of significant differences between demographic
characteristics including sex, age, education and social economic
background and local costuming and local language usage, the significant
differences are found in cases of cross tabulations between age, education
and social economic background on local language usage, uses of local words
and between age, education on local costuming.

On the part of correlation among variables including modernization,
cultural promotion by community and education institution, media exposure,
costuming of friends and neighbors, costuming of family and local costuming
and local language usage, the relationship are found among modernization,
cultural promotion by community, local language usage and use of local
words of family friend and neighbors with local language usage and use of
local words.

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ลายมือชื่อนิสิตร.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....