

พิมพ์ต้นฉบับบทความวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมเพียงแผ่นเดียว

# # C730490 MAJOR SOCIOLOGY AND ANTHROPOLOGY

KEY WORD : ATTITUDES / AUDIENCES / TELEVISION

JINTANA RUNGCHAROEN : THE ATTITUDES OF AUDIENCES TOWARD PERFORMERS  
PLAYING GOOD AND BAD ROLES IN TELEVISION DRAMAS IN BANGKOK  
METROPOLIS. THESIS ADVISOR : ASSO. PROF. NGAMPIT SATSANGUAN, Ph.D. 198 pp.  
ISBN 974 - 635 - 349 - 7

The research entitled, The Attitudes of the audiences toward performers playing good and bad roles in television dramas in Bangkok Metropolis, was study the defferences of attitude of the audiences using socio - economic status as framework such as role, age, sex, education and income. The research employed systematic sampling to select 425 audiences living in Bangkok and watching TV reguarly. The research technique was using questionnaires, and antropological interviews.

The results of research were as follows:

1. Actor with good role got more positive attitude from the audiences than actor with bad role.
2. Audiences with higher socio - economic status would have more positive attitude to actor with good and bad role than audiences with lower socio - economic status.
3. Both older and younger audiences had the same positive attitude to actor with good and bad role.
4. Male-audiences had less positive attitude to actor with good and bad role than female-audiences.
5. Audiences with higher educational level had less positive attitude to actor with good and bad role than audiences with lower educational level.
6. Audiences with higher income had less positive attitude to actor with good and bad role than audiences with lower income.

ภาควิชา..... SOCIOLOGY AND ANTHROPOLOGY

สาขาวิชา..... SOCIOLOGY

ปีการศึกษา..... 1996

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