

## C850952 : MAJOR MASS COMMUNICATION

KEY WORD: FACTORS INFLUENCING / PERFORMANCE / NEWS FEATURE

MANIDA PHALANUSONDI : FACTORS INFLUENCING A STRUCTURE OF PRODUCTION AND ROLE PERFORMANCE OF NEWS FEATURE TV. PROGRAM : THE 5TH STREET PROGRAM. THESIS ADVISOR : ASSO. PROF. JOOMPOL RODCUMDEE. 142 PP. ISBN 974-636-676-9

The purposes of this investigation were to explore the relationship of factors influencing the structure of the production program, "The 5th street" including its impact on the role of the expressed program in view of democracy which provides people's participation, based on the data obtained from in-depth interview and participatory program production of the producer team.

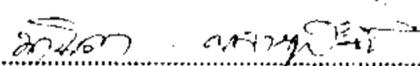
Results indicated that the production structure of "The 5th Street Program" is the one which consists of changes in the small producer organization every years, yet it still maintains the original identity of :

1. Army television Station Channel 5
2. Program owner that is Rungnapa Group have Mr. Cholawit Suk-udom

as the host

Factors which influence the expression of the role of "The 5th Street Program" include internal and external factors which are positively interrelated, there by entirely benefits program of "The 5th Street" including the ideology of the producers organization which is in line with the policy of the program owner, and the producer team which has operated in an excellent harmony among its members, while the sponsors have agreed with the methods of presentation which are straight to the point and pertinent to social reality.

ภาควิชา.....สื่อสารมวลชน

ลายมือชื่อนิสิต.....

สาขาวิชา.....สื่อสารมวลชน

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ปีการศึกษา.....2539

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....