

## 650522 : MAJOR MASS COMMUNICATION  
KEY WORD: STARPICS/CINEMAG/MOVIE/FAN CLUBS

KASINEE SILAPEE: A STUDY OF MOVIE FAN CLUBS OF STARPICS AND CINEMAG  
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The objectives of this research were to study an establishment of the movie clubs of Starpics and Cinemag, the characteristics of their movie fan clubs. An investigation of factors influencing their frequent participation in the club activities was undertaken along with an inquiry of the benefit of both the media and their members. Data Collection was conducted through a qualitative methods.

Findings demonstrated as follows:

1. The objectives of movie fan clubs of both magazines, were established on the marketing benefit. The other point to return benefit to their readers.
2. A group activity which shows both media and their fans have same taste culture, is "To watch preview movies" together as "A movie lover".

Characteristics of Starpics and Cinemag movie fan clubs are as follows:

1. The movie fan clubs are "media fandom" , media in this research means "Movies" and "Movie Magazines".
2. Fans of Starpics and Cinemag magazines were called " Textual Poarchers" , they were a group of text's fans who had ambition to own any texts in their favorite magazine and want to be a part of production teams.

Main factors encouraging the more frequent participation of their fans are; intimate relationship between the magazines and their fans, enjoyment of club activities, interaction among the members themselves, Fans' privilege and benefits.

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