

## C850633 : MAJOR MASS COMMUNICATION

KEY WORD: LIVE TELECASTING / OLYMPIC GAME / NATION SERVICES OF THAILAND CHANNEL 11

NITTINARD KAMLPHANTALERK : AN ANALYSIS OF LIVE TELECASTING OF THE GAME OF XXVI OLYMPIAD BY NATION SERVICES OF THAILAND CHANNEL 11. THESIS ADVISOR : ASSO. PROF. SIRICHAIR SIRIKAYA, Ph.D. 113 pp. ISEN 974-636-568-1

The objectives of this thesis are to understand the process of telecasting of the Game of XXVI Olympiad by Nation Services of Thailand channel 11, emphasizing on policies, duty as the role as mass media, and to study the content which broadcast to the audiences. Moreover, it is also to analyze the uses of communication channel in the format of broadcast scheduling daily, including study the effect of broadcasting on the audiences.

The results show that channel 11 plays the role of mass media efficiently in bringing the important events such as the olympic game, to Thai people, which is their policies to publicized news and informations, and assure that the society will be kept up to date with world events, and also serves the audiences, who like sports. In the mean time, channel 11 brought the audiences programs that have Thai Sportmen participated in the events, in the appropriate time.

Channel 11 used program scheduling strategies to serve the needs of the audiences such as broadcasting final match in each event to increase the viewers. However, the responses of the audiences which effect channel 11's selection of sports events is receiving comments from the audiences.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต.....นิธินาถ กมลพันธ์กุล.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....ส.ร.ค......

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....