

##C650386: MAJOR MASS COMMUNICATION

KEY WORD : RADIO AND TELEVISION/USES AND GRATIFICATION/WORKERS IN THE SUGAR CANE FARMS

BHOOCHONKA NOI-SANGAR : RADIO AND TELEVISION USES AND GRATIFICATION OF WORKERS IN THE SUGAR CANE FARMS, NHONGPRASERT VILLAGE, NHONGSANG DISTRICT, UDON THANI PROVINCE. THESIS ADVISOR: ASSOC.PROF.SIRICHAIR SIRIGAYA,Ph.D.104 PP.ISBN 974-636-117-1

The objective of this research was to study workers' radio and television consumption and their uses and gratifications of the media. Sample of 26 workers were drawn from the sugar cane farms, Nhongprasert village, Nongsang District, Udon Thani Province. Data collection was undertaken through a participation observation and in-depth interview within a theoretical framework of uses gratifications.

Results reveal that radio and television are the most popular media among the workers. The contents they are most likely to use are entertaining programs, agriculture news, general news and information. It was also found that their media gratification are related to four major types of needs, namely affection, intergration, cognition, and escapism.

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