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JOURNALISM

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: MAJOR

KEY WORD:

READER ' S NEEDS/FACTORS/EXPANSION

KRITTIKA NOPARAT : ANALYSIS OF READER ' S NEEDS AND RELATED FACTORS CONCERNING THE EXPANSION OF SEX MAGAZINE : PENTHOUSE FACE MAX. THESIS ADVISOR : ASSO. PROF. DARUNEE HIRUNRAK , Ph.D.
150 pp. ISBN 974-636-035-3

The purpose of this research to study about the expansion of sex magazine is related to the environment and reader's needs during 1994-1996. The study concerns the policy of management , production process , style , marketing and distribution . Also , the study involves the comparison of media uses and gratifications and purchasing behavior of sex magazine between men and women.

Findings show that the expansion of sex magazine is related to the environment and reader's needs. Most men member on uses are different from women member. The usage and purchasing behavior of men member are more than women member. Most men member receive gratifications mostly of curiosity , collection , relaxation , release loneliness and contemporary status . Most women member receive gratifications mostly of curiosity , relaxation , release loneliness . contemporary status , moderatly of sex magazine's collector and needs of sex at the least level.

ภาควิชา.....วารสารศาสตร์.....

ลายมือชื่อนิสิต.....*ฟ. 202*.....

สาขาวิชา.....การหนังสือพิมพ์.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....*ฟ. 202*.....

ปีการศึกษา.....2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....*ฟ. 202*.....