

## C851483 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA EXPOSURE / GRATIFICATION / GAME SHOW

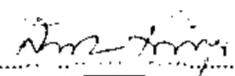
SOMKHUAN CHAROENSOOK : EXPOSURE AND GRATIFICATION OF TELEVISION  
GAME SHOW AMONG UNIVERSITY STUDENTS IN BANGKOK METROPOLIS. THESIS  
ADVISOR : ASSO.PROF.ORAWAN PILUNOWAD, Ph.D. 113 pp.  
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The purpose of this research is to investigate the relationship among factors, namely demographic variables, media exposure and gratification of television game show among university students in Bangkok metropolis. Questionnaires devised by the researcher were employed to collect data from a total of 450 samples. Frequency, Percentage, Mean, Standard Deviation, t-test One-Way Analysis of Variance (ANOVA) and Pearson's Product Moment Correlation Coefficients were used to analyze data through SPSS for Windows.

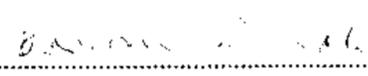
The results of the research were as follow :

1. Most students were exposed to television game shows from 7.00 p.m. until the end of the broadcast. They watched the shows 1-3 times per week and spent more than 1 hour per view. The most mentioned reasons for watching were entertainment and relaxation. The most popular game show among students was GAME ZONE from TV channel 9.
2. There were no differences among students of different sexes, ages, fields of study, father's and mother's occupations in terms of game show exposure and their gratification. Media exposure, however, was significantly different among those with different levels of study : freshman, sophomore, junior, and senior.
3. Game show exposure correlated negatively with gratification from viewing.

ภาควิชา..... การประชาสัมพันธ์.....

ลายมือชื่อนิสิต..... 

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