

##C851399 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : NON-VERBAL LANGUAGE/GRAMMY ENTERTAINMENT SINGERS/YOUTH

NAJIT DEEPANWONG : GRAMMY ENTERTAINMENT SINGERS INFLUENCE OF  
NON-VERBAL LANGUAGE UPON YOUTH. THESIS ADVISOR : ASST.PROF.  
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The research is survey research on 408 youth on their exposure to non-verbal language including kinesic and object languages created by grammy entertainment singers. The tool for measurement is the questionnaire which the researcher set up batteries of questions to serve the following research objectives : 1) to find the frequency of respondent's exposure to kinesic and object languages; 2) to find the correlations between respondent's lifestyle (activities, interests and opinions-AIO) and exposure to kinesic and object language; 3) to find the correlations between both types of exposure and retention; 4) to find the correlations between retention and respondent's imitation to those signs they recognize and recall.

The statistics to be used are percentage, mean, t-values, one-way ANOVA and Pearson's product-moment correlation coefficients which the data is calculated by SPSS package program.

The result of the research could be summed up as follows:

1. Exposure to kinesic and object languages are found to be significantly varied by sex, age, education and family income.
2. Lifestyle in terms of activities, interests and opinions do not correlate with both types of exposure.
3. There are positive correlations among both type of exposure and retention on both types of language.
4. There are positive correlations among retention on both types of language exposure and respondent's imitation to gesture acting out by grammy entertainment singers.

ภาควิชา.....การประชาสัมพันธ์.....

ลายมือชื่อนิสิต.....

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ปีการศึกษา.....2539.....

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