

C851490 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD:

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SOMKIAT ROUNGANANLERT : EXPOSURE TO DHAMMA IN THE AGE OF
GLOBALIZATION. THESIS ADVISOR : ASSIST. PROF. JARANAI KANKOSOL, 136 pp.
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The study is a survey research on 600 samples dwelling Bangkok drawn by two methods; the first group of samples was stratified by representativeness of 4 types of Buddhist temple which each temple 50 samples were drawn making totally 200 respondent; the other 400 samples are dwellers of Bangkok drawn by the method of accidental sampling but with conscious on of distribution in demography and location.

The research aims to examine the exposure, the need and the the effect of the exposure on how each group of respondents pass through knowledge attitude and practice concerns Buddhism. The data was analyzed in term of frequency percentage, mean, t-test, one-way Anova and Schaffe through SPSS/PC+ statistical package '.

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

1. The majority of respondents expose to and want to expose to Buddhism teaching through listening whereas in details those who are categorized as 'persons distant from Buddhism' more expose to teaching message through television than other media while those who are categorized as 'person close to Buddhism' more expose to printed media with specialized content on Buddhism. In term of need for exposure, peculiarly for those who are close to religion need more of the content presented through television whereas those who are distant from religion need more teachings from Buddhist monk with major need of the content concern ' good deed and bad deed.

2. In term of differences among variables under studied exposure varies significantly by age, education and occupation whereas need for exposure varies significantly by education, income and occupation.

3. By result of exposure the major percentage of the respondents learns and understand more about Buddhism, having better attitude and more faith and the acquisition leads to regular prayer and keeps on practice in accordance to 5 moral paths.

ภาควิชา.....การประชาสัมพันธ์

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ

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ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

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