

C851318 MAJOR MASS COMMUNICATION

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KEY WORD:

PUBLIC RELATION MEDIA/ EVALUATION-OPINION/ THE SOCIAL SECURITY WPAPAN PRADUBTONG : AN EVALUATION OF MEDIA EFFICIENCY AND OPINIONS OF THE PROVINCIAL SOCIAL SECURITY OFFICERS TOWARDS THEIR MEDIA UTILIZATION FOR PUBLIC RELATION MEDIA. THESIS ADVISOR : JOOMPOL RODCUMDEE, 179 pp. ISBN 974-636-611-4

The purposes of the research was ;

(1) to evaluate the efficiency of public relation media used by the provincial social security officers.

(2) to examine the opinion of the media utilization of the provincial social security officers on their utilization of public relation media.

A survey research was conducted with 300 samples throughout Thailand.

The results of the research are as follows :

1. The efficiency of 8 media which Folder, Poster, Radio spot, Video tape, Banner, Special activity, Mobile unit and Specific conference / training / seminar was at a good level.

2. The presentation of 8 media that used by the provincial social security officers are appropriate for utilization.

3. There was an adequate amount of Folder, Poster, Radio spot, Video-tape and Banner but found that there are incorrect use of the media.

4. There was enough frequent participation of the provincial social security in important community activities , visiting factory by mobile unit or conference, training and seminars eventhough, lack of budget, staff and equipment.

ภาควิชา.....การสื่อสารมวลชน

สาขาวิชา.....การสื่อสารมวลชน

ปีการศึกษา.....2539

ลายมือชื่อนิสิต.....*Stu 2126*

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