

## C851846 : MAJOR PUBLIC RELATIONS

KEY WORD:

EFFECTIVENESS / TUNG-SAENG-TA-WAN / ENVIRONMENTAL CONSERVATION

RATCHANIDA CHAMNANMON : THE EFFECTIVENESS OF TUNG-SAENG-TA-WAN TV SERIES ON CHILDREN'S KNOWLEDGE AND ATTITUDE TOWARDS ENVIRONMENTAL CONSERVATION .THESIS ADVISOR : PARICHART STHAPITANONDA, PH.D. 136 PP.

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The purpose of this reseach is : 1) To find the level of differences in knowledge and attitude towards environmental conservation between students in Bangkok and students in rural areas after watching Tung - Sang - Ta - Wan TV series ; 2) To study the relationship of students' personal studies , frequency of watching the series and their knowledge and attitude towards environmental conservation .

A Quasi - Experimental research was conducted. The total member of samples were 400,including 200 students from Bangkok and 200 students from rural areas . Data were analyzed and presented in terms of percentage , means , t-test , chi-square and ANOVA.

The results of the research are that : (1) Students in Bangkok have more knowledge on environment conservation than students in rural areas ; (2) Students in rural areas have better attitude towards environment conservation than students in Bangkok before and after watching the program . However, both groups do not have any significant difference in the incremental level of knowledge and attitude towards environment conservation .


(3) Gender, occupation, income, media exposure do not have any significant correlation with the increasing level of knowledge and attitude . Only the variable " father's occupation " has significantly correlated with attitude towards environment conservation.

Students in Bangkok and students in rural areas are significantly different in terms of opinions about the Tung - Sang - Ta - Wan series, i.e. students in Bangkok think that the program is beneficial as it increases their understanding about environmental problems in the society . They have comments on using formal tonation in the series. They would like to see more teenager supperstars in the series . On the other hand , students in rural areas agree with the rural tonation which they think can represent the program very well . They also think the series has raised concerns on the environment conservation . However , all of the students think thai Tung-Sang-Ta-Wan is a valuable series

ภาควิชา การประชาสัมพันธ์

สาขาวิชา นิเทศศาสตร์พัฒนาการ

ปีการศึกษา 2539

ลายมือชื่อนิสิต 

ลายมือชื่ออาจารย์ที่ปรึกษา 

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม