

##C851401 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : DIFFUSION/FOLK MEDIA/CHANNELS/PLANG SOH

NAREENAD KITTIKASAMSIN : AIDS INFORMATION DIFFUSION THROUGH "SOH" FOLK MUSIC. THESIS ADVISOR : ASSO.PROF.THANAVADEE BOONLUE, Ph.D. 125 PP. ISBN 974-635-663-1

The objectives of this research was to study the exposure of information on AIDS through "Soh" Folk Music of the people who lived in Amphur Dhanchai, Phrae province. The topics of this study concerned general media exposure behaviour. Public Health communication channels, types of media used the effectiveness and feedback on "Soh" Folk Music against AIDS.

Qualitative method was used for this research through Focus Group Interview and purposive sampling, divided the group into 3 aged categories, data was collected from 120 people within and outside the sanitariou area.

The results of this research are: TV is the most frequent exposed medium for all families however, the messages of exposure are different by age of interest and receivers' life style. The same result is applied for TV and interpersonal communication exposure on public health information. Special media such as exhibitions, posters and Public Health officers are most interested by people searching information on AIDS. Most people, especially those who are over 35 years old, have exposed "SOH" Folk Music for entertaining, providing information on special events such as democracy campaign, development participation and information on AIDS. In addition, there are suggestions from the groups that the "SOH" Folk Music should be improved to fit into all aged groups especially for the youngsters who found "SOH" Folk Music too slow, unpractical and difficult to understand therefore, it should be as entertaining as string music and the singer should also be well-known. Schools could help "SOH" Folk Music conservation by encauraging their students to do various activities and campaigns on "Soh" folk music. Results of this research has met its objectives and can be applied to improve AIDS information diffusion programs.

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