

C851123 : MAJOR MASS COMMUNICATION

KEY WORD:

MEDIA EXPOSURE/ KNOWLEDGE / PARTICIPATION / THE EIGHTH PLAN / PRIVATE BUSINESS

RACHANIDA NITIPATHANAPIRAK : MEDIA EXPOSURE, KNOWLEDGE AND PARTICIPATION RELATING TO THE EIGHTH NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN (1997-2001) OF PRIVATE BUSINESS EXECUTIVES IN BANGKOK. THESIS ADVISOR : ASSO. PROF. SATIEN CHEYPRATUB, Ph.D. 104 pp. ISBN 974-636-221-6.

This study was to investigate media exposure to information about the Eighth National Economic and Social Development Plan (1997-2001) classified by private business executives in Bangkok. Their media exposure, knowledge and participation were analyzed according to their demographic characteristics. In addition, this study was to test the relationship between media exposure, knowledge and participation in the Plan. Questionnaires were used to collect data by multistage random sampling from a total of 250 samples from the private business executives in Bangkok classified by types of business : 1) Industrial business 2) Wholesale and Retail business 3) Service business 4) Communication and Transportation business 5) Bank and Insurance business. Frequency, percentage, mean, standard deviation, Pearson's product moment correlation coefficient, t-test, F-test and ANOVA were employed for the analysis of data. Excel program was used for data processing.

The results of the study were as follows :

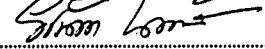
1. Private business executives in Bangkok which have different types and sizes of business were exposed to information about the Eighth Plan undifferentiated.
2. Significant positive correlation was found between media exposure to information about the Eighth Plan and knowledge, but there is no correlation level.
3. Significant positive correlation was found between media exposure to information about the Eighth Plan and participation, but there is no correlation level.
4. Significant positive correlation was found between knowledge and participation relating to the Eighth Plan, but there is no correlation level.

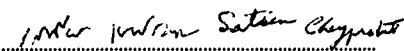
In addition, most private business executives in Bangkok believe that the mass media play a low to medium role in the Eighth Plan. They proposed that the mass media shall distribute information continuously and more interestingly. Besides, the mass media shall follow and evaluate results of the Eighth Plan.

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....