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NARAPORN SANGCHAI : CHILDREN 'S PREFERENCES OF CHILDREN TELEVISION PROGRAMS. THESIS ADVISOR : ASSO. PROF. NANTAWAN SUSHATO , Ph.D.  
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The objectives of this research were twofold:(1) to study the types of content, format, and other elements presented in 12 children programs on 4 television stations in Bangkok during October-November 1996; (2) to investigate children's program preferences of 7-11 age groups. A sample of 807 students was drawn from 6 elementary school in Bangkok.

Results demonstrated that television programs for children could be classified into 16 types: games and sport, science, Thai language teaching, mathematical instruction, environment awareness, music, drama, nutrition, current affairs, family relationship, ethical&religious issues, culture and arts, traveling, models for good behavior. Among four different formats of the programs found, the magazine or variety show appeared to be the most popular than any other formats such as feature, news&current events, and game shows.

Presenters of the programs were composed of both sexes, adults and children, and also puppets. Broadcasting schedule were during 4.00-6.00p.m. of weekdays and between 7.00-10.30 a.m. during weekends.

For children ' s program preferences, games and sports were their most favorite content and formats. Adult presenter along with co-host children was identified as their enjoyment of the program. It was also found that they would prefer to watch children programs everyday during 4.00-6.00 p.m. after their school.

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