

พิมพ์ต้นฉบับทศด้อยวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

C850734 : MAJOR MASS COMMUNICATION
KEY WORD: LISTENING / FORMATED RADIO / ADOLESCENTS / PATTERNS / MOTIVES
VALAILUK SEKHARARIDDHI : LISTENING OF FORMATED RADIO :
THE ALDOLESCENTS' PATTERNS AND MOTIVES. THESIS ADVISOR :
ASST. PROF. PANADDA THANASATIT , 107 pp. ISBN 974-636-570-3

The objectives of the research are ; to study the program format of special audience station, to study the listening behavior and the motivation of young audiences of A-TIME MEDIA Ltd. and MEDIA PLUS, Plc. The research method used is in-depth interview of 40 listeners aged between 12 - 25 who interact with the programs. The frame of analysis are; Uses and Gratification and audience motivation.

The study found that the program format is music program. Interested listeners turned in on the program 5 hrs./ day on the average. The program selection is based on the type of music, the style of the DJ and the type of game and reward.

The motivation to listen in on these programs are; to fulfil the affective need so that they are entertained, to fulfil the cognitive need so that they are inform on news and current affairs and on the entertainment business, to fulfil the integrative need so that they are accepted by their friends and can interact with others in the society, and to fulfil their escape need so that they can be relieved their daily stress.

ภาควิชา..... การสื่อสารมวลชน.....

ลายมือชื่อนิสิต..... วัลลวิศกรณ ทรัพย์สุวรรณ์.....

สาขาวิชา..... การสื่อสารมวลชน.....

ลายมือชื่ออาจารย์ที่ปรึกษา..... วัลล.....

ปีการศึกษา..... 2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม..... -.....