

##C851381 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : MASS MEDIA/BELIEF/MODERN/STUDENTS

MONTHAWADEE POOLKERD : THE RELATIONSHIP OF MASS MEDIA EXPOSURE,  
RELIGIOUS BELIEF AND THE PEOPLE'S MODERNIZATION OF UNDERGRADUATE  
STUDENTS IN BANGKOK METROPOLIS. THESIS ADVISOR : ASST.PROF.JARANAI  
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The research is the a survey on undergraduate student studying in the universities in Bangkok aiming to examine the relationship between belief in Buddhism doctrines which in term of research variable counted as religious belief, media exposure and modernization.

The result of the research could be summed up as follows:

1. Upon the relationship between religious belief, family religious environment, religious proximity and knowledge-attitude in Buddhism; there are correlations between religious belief and family religious environment and with religious proximity; but there is no correlation between belief and knowledge-attitude in Buddhism
2. Upon the relationship between mass media exposure and other variables, it is found that it does positively correlate with religious belief and with personal modernization but does not correlat with knowledge-attitude on Buddhism.
3. In term of personal modernization, there are neither corelation between modernization and student belief nor with knowledge-attitude in Buddhism.

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