

# #C550723 : MAJOR MASS COMMUNICATION

KEY WORD: OPERATION/CHANNEL 8/REGIONAL MASS MEDIUM

WACHIRA RINSRI : A STADY OF "CHANNEL 8" TELEVISION STATION AS A  
REGIONAL MASS MEDIUM. THESIS ADVISOR : ASSO. PROF JOOMPOL RODCUMDEE  
180 pp. ISBN 974-584-186-2

The purpose of this study is to examine factors affecting the operation of Channel 8 Television Station, Lampang, as a regional mass medium and the role of the station in the community from 1962 to 1992.

Results indicate that the station does not function, as much, as a regional or community station, but rather as a relay station of Channel 11 Television Station, for only 7 of its programs are true community programs. Several internal factors prevent the station from being more community oriented. First, the station policy is largely influenced by the policy makers in the center. Secondly, The station does not have enough personnel with professionalism, management capability and sufficient program production skills. Thirdly, it is not equipped with modern production and broadcasting technology and does not have enough budget to produce community programs. External factors include the fact that the station has lost some of its sponsors to the central stations which have expanded their operations to cover the northern region. Moreover, close supervision of several regulatory bodies does, to a certain extent, discourage the production of local programs. Finally, the fact the local people are more interested in watching programs produced from the central station has decreased the demand for local programs.