

##C550663 : MAJOR MASS COMMUNICATION

KEY WORD: FACTORS/ CHILDREN'S TELEVISION PROGRAM/ GOVERNMENT POLICY/  
PRODUCTION HOUSE OF CHILDREN'S PROGRAM/ PARTICIPATED CHILDREN

SUTATIP SRIVARANON : INFLUENTIAL FACTORS UPON THAI PRODUCTION OF  
CHILDREN'S TELEVISION PROGRAMS (1993), THESIS ADVISER : ASSOC PROF,  
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This study is qualitative research, aims at production process and influential factors upon thai production of children's television programs during the period 1993. Data were collected by depth interview, participation observation technique and off-air children's program,

The study indicates that there are 4 categories of children's program production process: 1. Producing by television production team, 2. Producing by non-profit organization, 3. Producing by profit organization and 4. Small production house receive subcontract from the big profit organization, There have been two types of factors influencing the production of children's thai television programs ; internal factors and external factors. Internal factors are founded that there are the production house of children's program, the presentation, the budget, External factors are the sponsors, the advertising agencies, the television station management, the national regulations for the children's television program, the government policy, the participated children and the best television awards, Among these factors, the sponsors, the advertising agencies and the television station management are considered as the most influential factors.