

C550478 : MAJOR MASS COMMUNICATION

KEYWORD: JOB ACQUISITION, MASS MEDIA PERSONNEL, ADVERTISING AGENCY

NARUMON KAEWTHIPHARAT : JOB INFORMATION ACQUISITION OF EMPLOYEES IN ADVERTISING AGENCIES. THESIS ADVISOR : ASSO. PROF. SIRICHAIR SIRIKAYA, Ed.D. 78 pp. ISBN 974-631-067-4

This study examined the communication behavior of the employees in advertising agencies in the situation in which they wanted to learn about media-related job opportunities. Data were collected from 19 advertising agency employees, grouped according to their job responsibility and the number of times they changed their jobs in the past.

Results are as follows:

1. The employees acquired the information about media-related jobs from both mass media and interpersonal sources
2. Most employees heard about their first jobs from mass media, but they heard about their subsequent jobs from other people.
3. Both superficial and intimate levels of interpersonal communication were found in this study. However, the employees reported that they engaged in superficial communication more often than intimate communication.