

C450118 : MAJOR JOURNALISM

KEY WORD: CHILDREN/ CHILDREN'S MAGAZINE/ CONTENT ANALYSIS/ PRODUCTION STRATEGY

SOMANAS SUCHARITAKUL : A STUDY OF CHILDREN'S MAGAZINE PRODUCTION STRATEGY 1985-1992. THESIS ADVISOR : DR. DUANGKAMOL CHARTPRASERT. 172 PP. ISBN 974-584-290-7

This study aimed at the production strategy of children's magazine namely, Dainosan Chaiyapruk Cartoon Siang Dek Ban Dek Puan Mai and Suan Dek produced between 1985-1992 period. The research used the method of content analysis and interview with the editors of those magazines as well as interview with newsstand owners around Bangkok.

The results of the study showed that children's magazine's content usually consist of 8 categories: cartoon, documentary, reading stories, news, games, knowledge, advertisement and variety columns. Each magazine mentioned had its own unique selling points. Dainosan concerned mostly with environmental issues and documentaries Chaiyapruk Cartoon emphasised on entertaining cartoon Siang Dek provided news and some of the editorial staff are children, Ban dek concentrated on quality cartoon Puan Mai put much interest on documentary and reading story Suan Dek mainly presented cartoon knowledge and games.

Editors and publishers have had a great deal of obstacles in producing Children's Magazine. Such obstacles are financial problems, difficulties in selling advertisement space, distribution problems, local and foreign competition and not enough support from the government. The survival and the success of Children's magazine depends on many important factors such as its appropriate budget, the effectiveness of its sales and marketing management and its timely and appropriate response to customer's need. Appealing style, attractive content and strong promotion are also important.