

C450391 : MAJOR MASS COMMUNICATION

KEY WORD: ANALYSIS/STRATEGIES/PRESENTATION/TELEVISION PROGRAM

BOONYARIT KITCHAROENROJ : AN ANALYSIS OF THE STRATEGIES AND
PRESENTATION OF TELEVISION "YANARUE" PROGRAM (DRUG INFORMATION:
WHAT PEOPLE NEED TO KNOW)) THESIS ADVISOR: ASSO. PROF. NUNTHAWAN
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An analysis of objectives, policy, and strategies of public information distribution concerning nonprescription drugs through "Yanarue" program is the main purpose of this study. Possible problems and obstacles involving in the production process were also evaluated. Theoretical ground for the analysis was derived from social marketing communication and agenda setting conceptual frameworks.

The results show that the program was not successful in terms of causing changes in public misuse of certain drugs as stated in their main objectives. Serious problems which caused a lack of clarification of policy planning and message presentation strategies were due to inadequacy of personnels, insufficient budget, and unskilled teamwork. Moreover, the selection of topic agendas was rather dependent upon staffs' personal experience than a current issue of high risk drug abuses faced by the public at the time.

However, the "Yanarue" program was pioneered to create public "awareness" of life danger in taking wrong drugs. Basic knowledge of high risk improper drug use helped prevent the public from health hazards. To make some important changes in people's addiction behaviorism required a great deal of effort from all relevant organizations. Effective planning and implementation to resolve the long standing drug habits of the Thai people through media-based campaigning is urgently needed.