

LEENA LIMAPICHAT : STUDENTS AND STAFF'S EXPECTANCY AND GRATIFICATION FROM EXPOSURE TO RAMKHAMHAENG UNIVERSITY'S INTERNAL PUBLIC RELATIONS MEDIA. THESIS ADVISOR : ASSO. PROF. PIRA CHIRASOPONE. PH.D. 168 pp. ISBN 974-584-311-3

The main purpose of this research is to study the exposure, the expectation and the gratification of Ramkhamhaeng University's students and staffs from the 5 internal public relations media: (1) RU. Newsletter, (2) Public Address, (3) News Release, (4) RU. Educational Radio Program, and (5) RU. Educational Television Program. The respondents are 400 Ramkhamhaeng's students and staffs classified into 3 groups: (1) classroom-attending student group, (2) self-studying student group, and (3) personnel group (lecturers and administrative staffs). Questionnaires were used to collect the data. Statistical procedures used for data analysis were percentage and mean computations, Pearson product moment correlational analysis and ANOVA.

Results of the study are as follows:

1. The respondents were exposed to the 5 internal public relations media at below the moderate level. The internal public relations media which respondents got highest exposure were: (1) RU. Newsletter, (2) Public Address, (3) News Release, (4) RU. Educational Television Program, and (5) RU. Educational Radio Program, respectively.

2. The respondents had an expectancy at relatively high level on the 5 internal public relations media. The internal public relations media which respondents got highest expectancy were: (1) RU. Newsletter, (2) News Release, (3) Public Address, (4) RU. Educational Television Program, and (5) RU. Educational Radio Program, respectively.

3. The respondents were gratified by the 5 internal public relations media at above the moderate level. The internal public relations media which respondents got highest gratification were: (1) RU. Newsletter, (2) News Release, (3) Public Address, (4) RU. Educational Television Program, and (5) RU. Educational Radio Program, respectively.

4. There was a significant difference between student group and personnel group in media exposure. Personnel group had highest exposure followed by self-studying student group and classroom-attending student group.

5. There was no significant difference between student group and personnel group in expectancy and gratification on the 5 internal public relations media.

6. The expectancy from the 5 internal public relations media did not significantly correlate with media exposure but significantly correlate with the gratification. The highest correlation found in Public Address media and the lowest correlation in RU. Educational Radio Program.