

C 550688: MAJOR MASS COMMUNICATION

KEY WORD: MASS MEDIA/LONELINESS/FISHERMEN

THAWEESAK CHANLOI : MASS MEDIA USE FOR DIMINISHING LONELINESS OF
CHOKE BENJA 3 FISHERMEN. THESIS ADVISER : ASST. PROF. KWANREUN
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The objective of this research is to study the pattern of mass media behavior for diminishing the loneliness of the fishing boat crew and to understand the content of such media for the purpose: This research is a qualitative research aimed at participant observation and individual depth interview with 43 crew members of Choke Benja 3.

The outcome reveals that the environmental condition and daily routine of the crew members are the main factor contributing to this loneliness. The use of media to help diminish loneliness varies as per individuals by means of books, video tapes, audio tapes or pocket computer games.

The most chosen type of the media made by the crew appear to be the entertaining type in various forms and partly chose informative type of media beneficial for their daily social lives.

Apart from using the media to rid themselves of the loneliness, it was also found that some crew members use the media to satisfy their emotional and social needs in other ways; such as temporary resignation from reality, need for informative news, need to improve self confidence and status and need for sexual arousal.