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KATIYA PETCHOOCHUEI : A STUDY OF APPROPRIATE FORMATS OF EDUCATIONAL TELEVISION PROGRAMMES FOR YOUTHS IN BANGKOK METROPOLIS. THESIS

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The purpose of this study were to study the appropriate formats of educational television programmes for youths in Bangkok Metropolis. The appropriateness were classified under taxonomy of learning outcomes as ; Cognitive, affective and psychomotor domains. The Subjects were the students of upper secondary school in Bangkok Metropolis, the parents and programme producers. The formats of educational television programmes had been categorized into eleven programmes. They were cartoon, direct teaching, narration, discussion, music video, folk media, drama, demonstration, games and quiz, documentary and Semi-documentary. The findings were as follows ;

1. All three groups of subjects specified that discussion programme was appropriate to teach cognitive domain at the middle level. However, in affective domain, all three were rated differently.
2. All three groups of subjects specified that demonstration programme was appropriate to teach cognitive and psychomotor domains at the middle level.
3. All three groups of subjects specified that documentary programme and semi-documentary programme were appropriate to teach cognitive domain at the middle level.
4. All three groups of subjects specified that game and quiz was rated differently in the cognitive domain.
5. The others programmes were rated to lower of learning.