

C450872 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: VERNACULAR (NORTHERN KHMER)/STANDARD THAI/DIARRHOEA

CHITAPHA SOOKPLAM : THE COMPARISON OF THE EFFECTIVENESS OF PRINTED MEDIA IN VERNACULAR (NORTHERN KHMER) AND STANDARD THAI FOR GIVING INFORMATION ON DIARRHOEA IN THA TUM DISTRICT, SURIN PROVINCE. THESIS ADVISOR : ASSO. PROF. UBOLWAN PITIPATANACOZIT, ASSO. PROF. SUWILAI PREMSRIRAT, Ph.D. 183 pp. ISBN 974-583-080-1.

The purpose of this study is to compare the effectiveness of printed media in vernacular (Northern Khmer) and standard Thai for giving information on diarrhoea, including the attitude and variations among different social groups. It is an experimental research carried out in two villages in the Northern Khmer speaking area in Tha Tum district of Surin Province. The experiment village has provided with the booklets on diarrhoea in Northern Khmer Thai-based orthography. Whereas the control village has provided with the booklets in standard Thai. The subjects used for this experiment are 157. The pretest and posttest were designed to see the change of knowledge of diarrhoea. The data was analysed by means of percentage, t-test and variance analysis (ANOVA)

It has been found that both groups have more knowledge of diarrhoea after reading the booklets. However the difference in the increase of knowledge and understanding of both groups is statistically significant. Obviously, those who read the vernacular have more understanding of diarrhoea than those who read Thai. Although both have good attitude towards the printed media, the control group has better attitude towards the printed media than the experiment one. According to average means of attitude, the control group felt that they understood and liked the fonts appearing in the booklets. The differences found among different social group are various. The young and the people with high education of the experiment group gain more knowledge after reading the booklets. Other factors such as sex, income, marital status are not obviously different.