

C350326 : MAJOR MASS COMMUNICATION
KEY WORD: MASS ANXIETY

APATSARA CHANSUWAN : INFORMATION ANXIETY FROM AID'S MASS MEDIA
CAMPAIGNS DURING 1981-1991 : A HOLISTIC APPROACH. THESIS ADVISOR :
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This study examined several aspects of AID's campaigns including the construction of message design, the distribution of the messages and its impacts on the public. Data were collected from the campaign materials of Ministry of Public Health, Faculty of Public Health Mahidol University and Population and Community Development Association.

Results indicate that the design and the construction of the message are often characterized by 1) the use of negative approach ; 2) the use of package information; 3) the modification of the message to suit the situation; 4) the lack of adequate planning and media production ; 5) the compatability with the psychological theory of negotiated meaning ; 6) the use of facts and figure as a fear arousal technique ; 7) the portrayal of Mr.Meechai Viravithaya as a campaign leader.

Regarding the message distribution, the limited budget prohibited the involved organization from implementing the campaign strategies to the fullest.

Finally results also indicate that the fear arousal technique has led to the following : 1) the neglegent of other AID's related information ; 2) the discrimination against the HIV patiences ; 3) mass anxiety ; 4) the misinterpretation of the provided information ; 5) regression among HIV patiences.