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NARAKORN TIYAYON : A CONTENT ANALYSIS OF TELEVISION PROGRAM FOR CHILDREN. THESIS ADVISOR : ASSO.PROF. YUBON BENJARONGKIT, Ph.D.

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The purpose of this study was to analyze the format, presentation techniques and child development content of television programs for children. Television programs for children broadcasted on four stations in Bangkok during 4.00-7.30 p.m. in the month of November 1992 were analyzed.

Results showed that TV programs for children were presented in three different formats, magazine program, news program and gameshow. Five magazine programs, one news program and two gameshows were found in this analysis. Eight styles of presentation techniques were used : talkshow; narration; interview; quiz; role-play; tale-telling; acting with music and game. As for child development content, it was found that most programs emphasized intellectual development, physical development, emotional and personality development, and social development, respectively.