

C350484 : MAJOR MASS' COMMUNICATION

KEY WORD: MASS MEDIA ENTERTAINMENT/ENTERTAINMENT/SRIPATUM UNIVERSITY STUDENT/
PEER GROUPS.

PHORNTHIP DHUAMREONGROM : THE ROLES OF MASS MEDIA ENTERTAINMENT
AMONG SRIPATUM UNIVERSITY STUDENTS. THESIS ADVISOR : ASST. PROF.
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The aim of this research is to find out the pattern of mass media uses and gratification from mass media, and the role of mass media entertainment among Sripatum University students.

The outcome of the research indicates that the students are likely to use every type of mass media researched : newspaper, radio boardcast, television, cassette tape, concert and movies. But they normally pay more time to radios. Their choice of programs depends on individual needs and satisfaction which are basically on effectiveness needs, intention and Release needs and social intregate needs. These elements are stronger than actual knowledge expectation. Therefore the media contents had been most selected are music Programs, music videos, variety shows and game shows. As a matter of fact these youngsters do not pay a respectable attention to the subject matter presented on the surface of the things they watch. But they pay more attention to the media personality such as the moderators, the participants, and the popular stars in order to make social relations between their peer groups.

The two main roles of mass media entertainment among Sripatum University students are the students's social adjestment in the present world and the image building as an individual person on the using of mass media for entertainment.