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LADDA PROPANPONGCHAI : THE ANALYSIS OF THE HEALTH TELEVISION
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The purposes of this study were to analyse the format and content of the health television programs on health promotion and to analyse the role of television on health promotion to the public. Health programs and spots of 5 television stations in Bangkok broadcasted in the month of October 1992 were analysed. The educational programs of Sukhothai Thammathirat Open University was excluded from this study.

The results showed that there were 4 categories of television programs on health. The programs were presented in different format. There were 2 magazine-typed, 8 documentaries, 3 short dramas and 1 conversation. The Findings also showed that the contents of health program were mostly in the areas of Internal Medicine, Psychiatry, Pediatrics and other medical areas, respectively. The contents of health television programs were focused on the knowledge of prevention, control of disease, patient rehabilitation, therapy and nursing care. Four types of program presentation were aired; Lecture, lecture and interview, conversation and short drama. It can be concluded that television as a mass media has supported the health promotion.