

Thesis Title Roles of Video System : The Present State and Future
 Trends

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ABSTRACT

The main objectives of this study are to understand and acknowledge the roles, advantages and disadvantages of video as well as to study the possibilities of using video to enhance the development of the country, in whatever aspects, in the coming decade (A.D. 1987-1997). The study is based on the Delphi Technique with samples from 22 experts in the fields of communications and audio-visual instruments. Three sets of questionnaires were used for data collecting. The data were then analysed by means of median, mode and interquartile range. The main findings are as follows:

1. Generally, video are now playing a part in entertainment, public persuasion and education, both in school and non found education system. For the future trends, with a larger variety in content and availability of software, it will eventually play an even greater role in entertainment, education and public persuasion, and even in transferring information from the government and private sectors to the public. Video will gradually give consumers greater opportunities in study and research.

2. As video system has been introduced to Thailand, it has gradually brought advantages. Firstly, it provides more opportunity to those who want to do individual studies, giving them more in selecting and finding information. Secondly, it gives more privacy in selecting and watching programmes, thereby, breaking television's monopoly on programmes.

So we see that for the future trends, in some areas, the advantages of video will increase as it will be the main instrument in delivering information and providing entertainment to society.

3. At present, the introduction of video to Thailand is causing some problems. For example, some films violate the people's traditions and customs and can even cause some sex crimes. In the future trends, it might possibly provide the consumers with even more opportunities to behave in unsuitable ways.

4. Now, as video has a part to play in mass persuasion it can be used to help develop the country in the fields of education, economics and communications as well as in socio-traditional areas. However, it is less able to support political developments, and the study indicates that video is suitable only for small groups. In the future trends, according to the views of experts, video will influence the country's development only in the educational and socio-traditional fields. However, the study shows that there is not a clear enough conclusion for its influence on the development of economics, politics and communications.