

SASITHORN POUNGPAGA : OPINIONS OF PRODUCTION TEAMS AND ELEMENTARY SCHOOL STUDENTS IN THE ELEMENTARY SCHOOLS UNDER THE JURISDICTION OF THE BANGKOK METROPOLITAN ADMINISTRATION CONCERNING TELEVISION PROGRAMS FOR CHILDREN. THESIS ADVISOR : ASST.PROF. PRASAK HOMSANIT, Ed.D.
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The purpose of the study were: (1) To study opinions of production teams concerning factors in television programs for children, as well as problems and obstacles existed during the production, (2) To study opinions of elementary school students concerning factors in television programs for children. Subjects employed in the study were 22 television program producers from 8 production companies, and one program production department in the television broadcasting station. The sample were 400 Prathom Suksa 5 and 6 students from 8 elementary schools under the jurisdiction of the Bangkok Metropolitan Administration.

The findings were:

1. Most of the production teams agreed that the program content should concern with environmental preservation. The children should participate in the program, and it should be presented in the formats of: interview, drama, docu-drama, documentary, or magazine programs. The appropriate broadcasting time were 4.00-9.00 p.m. during weekdays, and 8.00-12.00 a.m. during weekends. The programs should be televised every day and each program should not be longer than one hour. The presenter of the program should have nice appearance. Lack of freedom in their productions and the inappropriate broadcasting time for the programs were the major problems and obstacles of the production teams.

2. Most of the students agreed that the program content should concern with environmental preservation. The program should be presented in quiz-show format. The appropriate broadcasting time were 4.00-10.00 p.m. during weekdays, and 8.00-10.00 a.m. during weekends. The programs should be televised either everyday or every other day, and each program should not be longer than two hours. The presenter of the program should have nice appearance, and their voice should be very pleasant to the viewers.