

** C343058 : MAJOR AUDIO-VISUAL COMMUNICATIONS
KEY WORD: TELEVISION PROGRAMS/MATHAYOM SUKSA/POPULARITY/NEEDS

CHAMAIPORN KUMPOLKRUNG : A SURVEY OF POPULARITY AND NEEDS OF
MATHAYOM SUKSA STUDENTS IN BANGKOK METROPOLIS CONCERNING TELEVISION
PROGRAMS. THESIS ADVISOR : ASST. PROF. SUGREE RODPOTONG, Ed.D.
100 pp. ISBN 974-582-650-2

The purpose of this research was to study the corespondent between television programs which were popular among Mathayom Suksa students and the programs which the students' require by considering on contents, presentation techniques, master of ceremonies and the show time. The samples were 900 students from the third educational group, Bangkok Metropolis.

The findings were

1. "Sam Num Sam Mum" series, "Waidet" and "180 I.Q." have gained most popularity, respectively.

2. When considering between the characteristics of the television programs which were popular among students and the characteristics programs which students require, only the master of ceremonies were found to be coresponded.