

The purposes of this research were to study the history, policy, purpose and distribution of thirteen juvenile magazines which have been printed for one year at least. Additionally, to study the viewpoints of students in the secondary schools towards juvenile magazines in the following aspects ; format, illustrations, price, letters, columns, use of language, advertisements, producing and advantages.

It was found that Bongkoch has been printed before the other juvenile magazines (May 1981). Afterwards they were Priaw, Praewsudsupda, Rao, Therkubchun, Top-Pop, Waiwaan, Wainaruk, Sixteen/Sixteen's, Lokdontree, Hello, Namwaan and You & me. Each magazine has the same policy and main purpose for the juvenile readers, entertainment and offering varieties of contexts concerning to the juvenile society. The readers can get these magazines from any bookstalls or book shops. Some magazines are subscribed i.e. Bongkoch, Priaw, Praewsudsupda, Wainaruk, Waiwaan and Hello

For the viewpoints of students towards juvenile magazines: For the format, more than 60% students thought that all thirteen juvenile magazines have the appropriate format. For the illustrations, the illustrations and cover pictures in most magazines are satisfactory. For the price, all magazines have the reasonable price of 12-20 baht. For the letters, the size of letters in all magazines is appropriate and median clear except in Praewsudsupda is very clear. The preference of colours of letters is satisfactory. The space between letters in all magazines is both appropriate and satisfactory whereas the line-spacing is satisfactory. For the columns, the title of columns attracted the reading interest satisfactorily. All magazines have the suitable numbers of columns (20-40 columns). Students of less than 30% read all through the magazines. Most of them read some parts they preferred. They liked playing games in all magazines satisfactory. Students of less than 10% contacted personally with the producers whereas more than 40% of students thought to contact but never did, especially with Waiwaan. For the use of language, all magazines used the most understanding language, but sometimes the students didn't understand the language in Top-Pop and Bongkoch. They were indifferent with the use of slangs and abbreviations. For the advertisements, All magazines have the suitable numbers of advertisement and appropriate with some parts of contexts. For the producing all magazines were pleased satisfactorily except Wainaruk that were pleased very much and thought that Therkubchun, Wainaruk, and Waiwaan were good in producing. For the advantages, the students gave their opinions that all magazines offered the median profits.