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KEY WORD : COMMUNITY RADIO PROGRAM/USES AND GRATIFICATIONS

USA JANPRAPAS : THE USES AND GRATIFICATIONS OF A COMMUNITY RADIO
PROGRAM OF RADIO THAILAND IN CHANTHABURI PROVINCE. THESIS ADVISOR :
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The objectives of this research are to study the listeners' uses and gratifications of a Community Radio Program of Radio Thailand in Chanthaburi Province. The sample was 301 people living within the equal radius of the Radio Station. Results were based on information given in the questionnaires, which was analysed using four statistical methods to find the percentage, average/mean, t-test and one-tailed test values. The SPSS^x Program was used to analyse the data.

Results showed that listeners within the sample had a specially high interest in the agricultural program which is the most popular topic. Regarding the uses and gratifications of a community radio program the following gained the listeners' interest in descending order 1. program broadcasted by the people, for the people and managed by the people 2. general knowledge 3. purposeful information on careers and everyday's life occurrences 4. program which voice others' opinions 5. solutions to problems or difficulties 6. news 7. information that can be used in the future to exchange ideas with others

The results also showed that among the listeners with different sexes, ages and occupations there was no significant difference in their uses and gratifications of a Community Radio Program. However, the listeners with different educational background showed a marked .05 significant difference in their uses and gratifications. The listeners with university degrees were the group that made most use of the program and got most gratification out of the program followed by the High School listeners.