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SASIWIMON KUMARNBUN : THE PROGRAM SPONSORS'S INFLUENCE IN TELEVISION AGRICULTURAL DOCUMENTARY PROGRAMS . THESIS ADVISOR : ASSIST. PROF. SUTHEE PHOLAPONG . 163 pp. ISBN 974-334-104-8

The objective of this qualitative research is to study the formats and contents of television agricultural documentary programs and the program sponsor's influence upon the production, formats and contents of the programs.

The study found that the television agricultural documentary programs can be categorized according to their formats into 2 types, namely informational documentary and dramatizatiional documentary. Dialogue, narration, demonstration, interview, drama, quiz and country music are used collectively in the programs as presentation techniques. Regarding the contents, they can be distinguished into 7 categories, namely crops, plant pest and pesticide, land development, fisheries, livestock, interesting occupations, and miscellaneous.

Formats, presentation techniques, and contents found in most programs reflect the demand and interests of sponsor due to its influence over the production, formats and contents of the programs .The sponsor's influence upon such programs varies according to the forms of sponsorship and internal and external factors of each media organization .The finding shows that sponsor can exert its influence most powerfully in corporate sponsored programs .Regarding factors affecting the level of influence ,they can be divided into internal and external ones.The internal factors are namely, sources of revenues, ownership and control of production companies, organizational policies and professional ethics while the external ones include audience interest and demand , competitors , laws and regulations against advertising in television broadcasting , station policies , economic status , and sponsor .

ภาควิชา.....การสื่อสารมวลชน.....
สาขาวิชา.....การสื่อสารมวลชน.....
ปีการศึกษา.....2542.....

ลายมือชื่อนิสิต.....ศศิวิมล กุณารนบ.....
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....