

C050352 : MAJOR PUBLIC RELATIONS

KEY WORD : PUBLIC RELATIONS/JOURNALISM STUDENTS

SANATEE PRAYOONRAT : MASS MEDIA EXPOSURE AND OPINION OF
JOURNALISM STUDENTS ON THE SOCIAL DEVELOPMENT ROLE OF THAI NEWSPAPERS,
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The main objective of this research was to study journalism students' mass media exposure and their opinions on Thai newspapers' social development roles. It aimed to determine the relationship between mass media exposure and opinion scores. 191 Respondents were purposively selected from third and fourth year journalism students of Thammasart, Chulalongkorn, Bangkok, Dhurakijbandit Universities and Dusit Teachers' College.

The results of the study indicated that journalism students' overall mass media exposure (newspaper, magazine, radio, television and cable TV exposure) differed according to years of study, birthplaces, and parents' occupations. In addition, students' residing areas, universities and birthplaces were main factors affecting the frequency of newspaper reading.

Students' opinions on newspapers' roles in eight out of 24 aspects were statistically significant different according to their universities. These roles were as follows:

- promoting a better social value;
- up keeping the merit of culture;
- performing a free market of public opinion;
- moralizing juvenile attitudes and behaviours;
- conserving and promoting Thai arts and traditions;
- promoting better-health for the public;
- elevating living quality and social morality, and
- advertising goods

However, years of study, sexs, birthplaces, residing areas, and parents' occupations did not evidently make students' opinions differ.

Moreover, most journalism students viewed that newspapers put more emphasis on advertising role and least emphasis on promoting social quality and morality. In general, students agreed that the social development role of Thai newspapers was moderate.

Finally, the study showed that students' mass media exposure and their opinions on social development role of Thai newspapers did not correlate statistically.