

C350301 : MAJOR MASS COMMUNICATION

KEY WORD : THE RELATIONS/COMMUNICATION NEEDS/COMMUNICATION RESOURCES/
COMMUNICATION RIGHTS/THE NATIONAL INSTITUTE OF EDUCATIONAL
TELEVISION OF THAILAND

AMARA CHULAWONGS : A STUDY ON THE RELATIONS BETWEEN COMMUNICATION
NEEDS, COMMUNICATION RESOURCES AND COMMUNICATION RIGHTS AS TO
JUSTIFY THE ESTABLISHMENT OF THE NATIONAL INSTITUTE OF
EDUCATIONAL TELEVISION OF THAILAND (NIETV). THESIS ADVISOR :
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The purpose of this research is to study on the relations between communication needs, communication resources, and communication rights as to justify the establishment of the national institute of educational television of Thailand.

The study employs Delphi Technique to gather information. Questionnaires are distributed to two groups of respondents. The Instrument employed to collect data is questionnaires. The data is statistically analyzed with mean, median, semi-interquartile range, t-test, correlation coefficient.

Result of the study indicates that the using of television as a media for both conventional and unconventional education program and for the development of quality of life has a high degree of policy urgency index. proceedings of the high-low degree of estimation of the needs, resources, and rights as coefficient indicating the urgency for educational television shows that there are different levels of justification. These fundings associate with the hypothesis result tested by t-test. The tested result said that the using of television as a media for educational program can be divided into 6 tendencies. The establishment of education program broadcasting station, or the development of television station Channel 11 function as a newly established educational television, and the setting up of Head Production House have a chance to be, finally, established during the 7th National Economic and Social Development Plan (1992-1996).