

C350746 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : CHILD LABOUR CLUB'S NEWSLETTERS

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LABOUR CLUB'S NEWSLETTERS : ASST.PROF.PATCHANEE CHEYJANYAS.135 PP.

ISBN 974-581-169-6

The main purpose of this research was to study the content of Child Labour Club's Newletters, in term of readers' desire the Newsletters' content and Child Labour Club members' behaviours in accessing to the Print Media.

Data were collected from 133 respondents randomly sampled from the Child Labour Club members through questionnair interview.

Research Results :

1. Size of the present newsletter was appropriate. Number of pages, illustration should be increased.

2. The most popular columns were "Member Club News" "Friend to Friend" and "Features of Interest" respectively.

3. The Newsletter was directly beneficial to readers mostly in the area of health and general information.

4. Members enjoyed reading the newsletter and preferred to received it at least once a month. They expressed that the newsletter allowed them to get acquainted with new friend, and a chance to read interesting articles and see interesting pictures.

5, Members also read publications other than the newsletters at the average of one issue a month. Their favorite printed media was comics. The also enjoyed entertainment magazines that presented stories about movies, stars, singers films and music.