

VALAIRAT POONVASIN : A STUDY OF TELEVISION PROGRAMME PREFERENCE OF
RURAL CHILDREN IN SURIN PROVINCE. THESIS ADVISOR : ASSO.PROF. UBONRAT
SIRIYUVASAK, Ed.D. 131 PP. ISBN 974-581-713-9

The purpose of this study is to survey the opinion of rural children on television programme. The survey was focused on two particular aspects, the form and content, of programmes preferred by rural children. In addition to the survey, a small group of children was selected in order to observe their activities while watching television.

The study showed that 73.5% of children who owns a television set watch at home. but they frequently watch with their friends outside of their own homes as part of their social activities.

The programmes preferred most by rural children are: cartoon, children's programme and drama. The study showed that rural children preferred cartoons which are humourous, adventurous and a simple storyline. The children's programmes preferred by rural children are those which are entertaining rather than outright pedagogic and games and quizzes. They also preferred humourous story and single and series to serial drama. They are interested in the actors and actresses more than the content of the drama programmes.

The obsrvation showed that watching television is part of the social activities and children's leisure. It is being used as a background whilst members of the family perform their daily routines. In observing the watching condition, it showed that there is a certain structure of seating position relating to the power hierarchy in the family.

It could be concluded that watching television is one of the major activities for children and their family. It is a form of social activities which children are allowed to have their own choice or could find the means to watch their preferred programmes. Rural children are active audience in the way they select programmes and the range of activities while watching television.