

ORAWAN VIJUKANA : MASS MEDIA EXPOSURE USES AMONG UNIVERSITY STUDENTS IN BANGKOK METROPOLIS. THESIS ADVISOR : ASSO.PROF. RAWEWAN PRAKOPPOL. PL.D. 193 pp. ISBN 974-578-376-5

The purpose of this study is to find out about the behavior of the university students in Bangkok metropolis : their exposure to mass media and their uses of them. The sample used in this study consisted of 210 full-time students, male and female, studying in science and social science, in three state universities in Bangkok metropolitan area. Questionnaires devised by the researcher were employed.

Finding are :

Most science and social science students in Bangkok, male and female, exposed themselves to daily newspapers rather frequently. The newspaper reading was normally carried on at home on at their living-quarters, each time covering a period of 20-30 minutes. The most-widely-read newspaper was the Thai Rath, and the sections commonly read were entertainment news, sports news, criminal news, critiques and news on education. The main purpose of the reading was to gain information. The students' common practice was going over the headlines and selectively picking up the news on the first page that they were interested in. Generally the students partially trusted the news that they read.

Regarding television, most students watched television everyday, between 8-10 p.m., at home or at their living-quanters. In most case, they watched together with the members of their family. The main purpose of their watching TV was for entertainment. They often kept pursuing the daily continuous programs that they enjoyed.

As to cinema films and video-tape, most students went to the cinema and watched video-tape very infrequently. Their favourite films were western movies.

University students in Bangkok in the areas of science and social science, both male and female, picked up the topics from newspapers, radio and television, to be the topics of their daily talks among their fellow students. These three types of media exposure, to a moderate degree, bore influence on the shaping of the students' value judgment, ways of thinking and behavior.