

SURIYANTARA CHAWANAPREECHA : THE ROLD OF MASS MEDIA IN BANWANGKIEN,  
AMPHOE LONG CHANGWAT PHRAE. ; ASSO.PROF.SIRICHAIR SIRIKAYA, Ph.D.  
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The purpose of this study is to examine the role of mass media in Ban WangKien, Amphoe Long, Changwat Phrae.

The resulets of the study find that mass medium especially radio provides local news, local knowlndge, culture heritage and entertainment.

Television usually provides Bangkok's news, innovative knowlndge, culture heritage and entertainment.

The villagers gain the benefits from the uses of mass media and also satisfy those benefits.