

SANTAT THONGRIN : OPINIONS OF THE TELEVISION PROGRAM SPONSORS UPON
CHILDREN TELEVISION PROGRAMS. THESIS ADVISOR : ASST.PROF. SUGREE
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The purposes of this study were: 1. To study opinions of television sponsors upon television presentation format, and subject matter stated in children television programs, 2. to investigate problems encountered by the television program sponsors, and 3. to compile suitable presentation formats for television production purpose. The subjects used in this study were 51 television program sponsors from 41 organizations. The result could be concluded as follows:

Television program sponsors most agreed that children should participate in the presentation. Documentary should be emphasized. Television programs should be cultivated children to spend their leisure fruitfully. The mystery stories, on the other hand, should rarely be focused. Responsibility and honesty were the positive value that must be cultivated to children. Children and the Master of Ceremonies (MC) should join together in conducting programs and suitable values should be taught during presentation. The optimal time for broadcasting were 4.00-7.30 p.m. in weekdays and 8.00-10.30 a.m. for holiday, and should be broadcasted everyday, not longer than 30 minute per program.

The qualities of children television programs were acceptable. However the lack of sponsors was still the major problems. Government should take the role in decreasing expenses of time rental, and providing consultants responsible for producing programs. The sponsors should take the important roles in specifying the formats of programs, and should have criteria in supporting by means of rating. If the number of the audience decreased, some problem should be sloved. Otherwise, such programs might not be supported.