

Abstract

The objectives of this study of "Attitudes of audiences toward lady boy images on television: A case study among undergraduate students in Bangkok" were to study of attitudes of audiences toward lady boy images on television and to study opinion about images of lady boy on television. It used quantitative research, survey research and One-Shot Study with fixed structure questionnaire to collect data. The study was based on sampling group of 400 bachelor degree student who are studying in Bangkok area.

The outcome of the study show that those students understood that the appearance of the lady boy on TV is only for entertainment and not to make them being looked down on real life person who is a lady boy. Although it shows that individual sexual appeal is very variety in now a day society. In modern day, we are more open about male, female and the third sex. There is less hiding to show the sexual personalities in all media than ever before, come along with broadcasting business and commercial matter.

After proving of the hypothesis were found that personalities of student population has relationship with image of broadcasting appearing on TV. And male has positive thinking more than female, especially for one whom in a family with or broadcasting friends, making more understanding the role of broadcasting on TV. Meanwhile some student who respect on a transvestite as a hero in their mind, don't agree with the image of over-acting transvestite expose on tube.

TV watching habit of student does not relate with their perception of broadcasting on this media. Most student hope to see more common broadcasting who act like normal people rather than over-acting, joker, weird-dressed or servant role as appearing today. Although the audience wish to see a more creative role instead of tending to sexual role, or lack of chance to show positive side.

This result shows that the audience has more positive understanding of image of broadcasting on this media. But broadcasting people should show

responsibilities and concern about how to present image of transvestite and homosexual person in creative side, and not only in humor or sexual roles which is not appropriate in Thai culture. Presenting transvestite individually or group of career, media should have more concern on what will affect person in real life.