

PRAPAS NUALNETR :- TYPES OF FORMATS OF FLASHBACK IN VIDEOTAPE PROGRAM  
AFFECTING THE CONTENT COMPREHENSION OF UNDERGRADUATE STUDENTS.THESIS  
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The purpose of this study was to find types of formats of flashback in videotape program affected the content comprehension of undergraduate students.

The subjects were 160 voluntary undergraduate students of Chulalongkorn University, Kasetsart University, Srinakarinwirot Prasarnmitr University, King Mongkut's Institute of Technology North Bangkok, Nakhon Ratchasima Teachers' College and Buri Rum Teachers' College. The subjects were divided by simple random sampling into 4 treatment groups, 40 students in each group. The subjects in each treatment group were asked to watch each video program with the same content but different formats of flashback: natural colors, soft-effect with natural colors, sepia color, and black and white.

The findings indicated that types of formats of flashback in videotape program affected the content comprehension of undergraduate students. There were significant differences (at level 0.05) between natural colors and other formats of flashabck upon content comprehension. There was no significant difference among soft-edge effect with natural colors, sepia color, and black and white flashback.