

PAISAN INTASINGH : THE RELATIONS OF MEDIA EXPOSURE, GRATIFICATIONS,  
AND THE IMAGE ON THE INTERNAL TRADE DEPARTMENT. THESIS ADVISOR :  
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This research is aimed at examining the relations of media exposure, gratifications, and the image on The Internal Trade Department in which 230 Bangkok businessmen were randomly selected as the samples. In this survey research, the questionnaire is distributed by mail to the respondents. In terms of data analysis, Percentage and Pearson's Product Moment Correlation Coefficient were employed and the SPSS<sup>X</sup> Program was used to compute the statistics.

The results of the study are as follows:

1. There is no correlation between the frequency of radio, television, and newspaper exposure and the image of working efficiency of the Department.
2. There is negative correlation between the kinds of message launched by the Department and the image of working efficiency of the agency with  $-0.2$  Pearson's Product Moment Correlation Coefficient.
3. There is no correlation between the frequency of radio, television, and newspaper exposure and the gratifications in the message.
4. There is positive correlation between message categories issued through radio, television, and newspaper and the message gratifications with Pearson's Product Moment Correlation Coefficient of  $0.3$ ,  $0.4$  and  $0.4$  respectively.
5. The Interpersonal Communication of the businessmen and the Department's officials is not correlated to the service image of the agency.
6. The message gratifications derived from mass media exposure, ie radio, television, and newspaper, is negatively related to the image of working efficiency of the Internal Trade Department with  $-0.3$  Pearson's Product Moment Correlation Coefficient.