

## Abstract

The research of “A Content Analysis of Food and Health Magazine: A Case Study of Health & Cuisine” was operated by multi-instrumental methods. The objectives of this research were to study the policy and trend of health content by means of in-depth interviews with two Editors-in-Chief of Health & Cuisine, to study categories, formats and roles of its health content presentation by means of content analysis on Health & Cuisine Magazines from issue 1 in February 2544 B.E. to issue 72 January 2550 B.E. (total of 72 issues); and to study the opinion of the Health & Cuisine readers by in-depth interviews with fifteen readers.

The results found that the policy and trend of the editors was to enable readers to take good care of their health from the published health content which emphasizes food consuming together with a variety of health care advice and that the content should be reliable and practical information for daily life. The content analysis found that the three highest categories of published health content were food and nutrition, general health care and mental development, respectively. These were related to the policy of the editors and need of the readers, who indicated that food and nutrition was the first category of their demand. The three highest formats of published health content were food menus, reports and a question and answer column, respectively. These were related to the needs of readers, who indicated that food menus were their top priority.

With regard to the published health content, it was found that the most significant roles were health promotion, then health prevention, curative treatment and rehabilitation, respectively. These were related to the policy of editors, which emphasized health care and health prevention. In addition, it was found that readers selected and perceived the health content to take care of themselves and neighbors according to their demands and experiences. Finally, readers indicated that they were satisfied with the content of the magazine. The content was useful and could be used to take care of their health in various ways.