

## ABSTRACT

The study aimed to learn the respondents' understanding of the role of the Public Service Broadcasting system operated in a Thai television station for the first time. The station, under the name of the Thai Public Service Broadcasting (Thai PBS) องค์การกระจายเสียงและแพร่ภาพสาธารณะแห่งประเทศไทย, was established on Feb 1, 2008. Moreover, the study was designed to find the respondents' attitudes which content, programs and presentation they preferred on Thai PBS.

The fundamental principles for the establishment of PSB system around the world are to serve the public interesting, to promote the people's expression, to protect the media from state and political party' interferences. However, Thais are more likely to watch an entertainment program, thus it is a challenging task to draw audiences' attention towards informative programs which will strengthen society in various aspects such as in the economy, politics, culture and education.

The Master of Arts Students in Mass Communication, Faculty of Journalism and Mass Communication, Thammasat University are the main samples in the research. Because PSB is very new for Thais and in general people might not be clear about the PSB concept, the research therefore focuses on the people who have a related background and some understanding of Thai mass communication.

Questionnaires composed of closed and open- ended questions were the tools used to collect the data. The researcher used descriptive statistics such as percentages and frequency to analyze and evaluate the attitude of the respondents as to what kind of program they preferred to watch and the role of the PSB system they recognized.

The results showed that the most preferred are news programs followed by documentaries and political programs. Most of the respondents who studied in the Faculty of Journalism and Mass Communication agreed that factors of social responsibility were the most important when producing valuable programs for the Thai PBS. The study found that even the respondents studying in the mass communication field, partially acknowledges the Thai PBS's role.