

ABSTRACT

Title of Research Paper : Political Efficiency of the Audience of the
Ruamduay Chuaykan Radio Program : A Case
Study of Bangkok Metropolis

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The three major objectives of the study were 1) to find out the level of political efficiency of the audience of the Ruamduay Chuaykan radio program, 2) to examine the degree of the audience's participation in the program, and 3) to identify the factors contributing to the political efficiency of the audience of this radio program. A questionnaire was employed to collect the data from 200 people. The copies of questionnaire were mailed to them.

The findings were summarized below.

1. The people's participation in the Ruamduay Chuaykan radio program was found to be at a low level, whether expressing opinions, informing of the incidents or assisting the notifier were considered.

2. The people's political participation was found to be at a moderate level. Interest in political news, voting, and persuading others to vote were found to be at a high level. Political discussion was found to be at a moderate level. Rallies in public places to express opinions and contact with government officials and Members of Parliament were found to be at a low level.

3. The people's political efficiency was found to be at a moderate level. Their belief in the ruling system and satisfaction with Thailand's ruling system were found to be at a moderate level. But a sense of one's own power and that of one's own ability were found to be at a low level.

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4. When the hypothesis were tested, men tended to have higher political efficiency than women. The audience listening to the Ruamduay Chuaykan radio program more often had higher political efficiency than those seldom listening to the radio program.

Recommendations :

1. The Ruamduay Chuaykan radio program should improve the program connection by extending the telephone network so that the listeners can participate more in the program. In other words, the program must urge the audience to participate in it.

2. The radio program must give knowledge to people so as to encourage them to participate more in politics. For example, it may give knowledge about elections, following up and checking the government performance and the government policies.

3. The radio program should offer training courses for the audience members. Its programmer should spread political knowledge continuously in order to educate people and make them have faith in democracy.