

ABSTRACT

Title of Research Paper : The Role of Woman Magazine for the Youth and
Desire of the Young Woman in Bangkok
Metropolitan

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This research was aimed to study the role of woman magazine for the youth and desire of the young woman in Bangkok metropolitan. By guiding the mentioned magazine of the Ther Kub Chan for researching the core of magazine and the frame work , including exploring the desire and attitude of the reader for comparing the desire and attitude to research the relationship in each part.

The research results show that Ther Kub Chan presented the first item was the entertainment. The second item was the fashion and beauty. And some other item such as art and culture, nature and environment were not shown in the magazine. In the view of the presentation found that the magazine of Ther Kub Chan has the most miscellaneous items and the next one was the entertainment documentary and the least was three different items such as editorial, answering questions , and demonstrations.

From the exploring the attitude of the reader found that the most reader desired the magazine covering of the fashion and beauty for the first . The second was traveling, nature and environment, healthy and entertainment. For the first presentation was found that the most reader desired the miscellaneous and the second was acknowledging documentary, entertainment and interviewing.

Comparison between the volume of the core and the desire of the different variety items had more considering than the magazine presented Besides the entertainment, the fashion and beauty which presented more than the reader desire. For

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the appearing of the frame work in the magazine and the reader desire found that the differential of the volume of the presentation in the magazine now and the volume of the reader desire were in the most variety of items.

Concluding that the magazine aims to present this entertainment and fashion for nothing. But the most importance is the reader desire still carry on for the most popular time.