

Chutikan Imeam 2014: The Exposure Behaviors and Attitudes of Thai People in Los Angeles, U.S.A. towards Satellite TV Station: Thai TV Global Network (TGN). Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Porntip Yenjabok, Ph.D. 154 pages.

This research aims to study the television viewing and The attitude of the audience Thailand. Including education and entry forms It is broadcast on satellite television stations. Thai TV Global Network (TGN) By storing data with a query from a sample Which represents restaurant operators to Thailand, Thailand Council of Women, the Community Thailand. Aged from 15 years to 46 years in Southern California. City of Los Angeles in Los Angeles. 440 the United States with a specific sampling.

The research was found that 1) most of the exposure behaviors towards Thai TV Global Network (TGN) exposed with a satellite dish. 2) most of them always followed TGN 3 – 4 times a week. 3) a telephone was a main channel for making comments. 4) an average period of TGN exposure was regularly 10 – 20 hours a week. 5) a condition of TGN exposure mostly started from their TV switch-on until TV switch-off. 6) an average duration of TGN exposure was at office hour – from 8.30 a.m. until 5.00 p.m. 7) the most favorite program was a game show or a variety program. 8) most attitudes of Thai people on TGN exposure were positively a broadcasting system. 9) Thai audiences' suggestions and modifications should be focused on broadcasting timetable and period. 10) the comparison of Thai audiences' opinion towards TGN exposure was found that audiences having different salary would have different opinions at 5% level of significance with statistical analysis, particularly in 2 issues -- patterns of program and participation.

To test the hypothesis, research finds Thai people, the audience in the Southern California City of Los Angeles, United States. The behaviour is open to visit. The Satellite TV Station: Thai TV Global Network (TGN) Do not differ This is in accordance with the research hypothesis and attitude The satellite TV Station: Thai TV Global Network (TGN) By level of education, marital status, sex, age and occupation has opinions on every side. Do not differ

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Student's signature

Thesis Advisor's signature