

ABSTRACT

The objective of this study was to identify both positive and negative attitudes of Thai teenagers in Santhiratvithayalai School towards Thai classical music. This study also investigated the factors affecting the attitudes of Thai teenagers towards Thai classical music as well as to find measure to promote Thai classical music to Thai teenagers.

The instrument used in this study was a questionnaire with closed-ended and open-ended questions. The questionnaire consisted of three parts. The first part covered personal information, the second part covered the attitude of Thai teenagers towards Thai classical music with three sector questions: factors affecting Thai teenagers' attitudes toward Thai classical music, and suggestion to encourage Thai teenagers to play Thai classical music.

The findings indicated that most of the respondents had positive attitudes toward Thai classical music, because most respondents agreed that Thai classical music is not only fun but also exciting. Nevertheless, the level of Thai classical music that most respondents were subjected to through channels, television, internet, radio, live performance and classroom learning was not satisfactory, and they were neutral to the question that the respondents were subjected to Thai classical music twice a week. Most of the respondents have a positive attitude towards encouraging Thai teenagers to play Thai classical music. The measure that most respondents strongly agreed is public sector has to promote Thai classical music to Thai teenagers. It reveals significantly that an effective way to encourage Thai teenagers to play Thai classical music is that the public sector such as high schools, government TV channels, and Thai radio stations should seriously promote Thai classical music through TV, radio, internet, live performance and classroom learning.