

Thesis Title	Media exposure and the use of natural gas in the area Bangkok
Author	Chatprapa Suwannapasri
Thesis Advisor	Associate Professor Qusa Biggins
Co – Thesis Advisor	Assistant Professor Charunya Parncharoen
Department	Communication Arts
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ABSTRACT

This research aims: 1) to study the relations to promote the use of natural gas in Thailand, 2) to study the media promote the use of natural gas among Bangkok 3) to study cognition. natural gas received from public relations to promote the use of natural gas in Bangkok. Using quantitative research methods. Samples used in this study was that people who use a personal car, all residents of the total of 400 people, using a type of probability sampling.(Non-Probability Sampling), using random sampling. (Accidental-Stage Sampling) tool used in this study was a questionnaire to collect information on the parking lot or gas station in the village. The statistics used in this study is a preliminary descriptive statistics such as percentage, mean and standard deviation. The results showed that 1) form of publicity to promote the use of natural gas in Bangkok characteristics of the media communication is most easily find the media release about the use of natural gas is most easily understood communication media. 2) exposure to natural gas public media in Bangkok found that overall the experience or exposure to publicity about the use of natural gas. The high level of media coverage.Are exposed to the media about the use of natural gas as possible. Situated on a large scale 3) cognition in individuals receiving gas from publicity to promote the use of natural gas in Thailand showed that the cognitive measure of publicity about the use of natural gas. From the media about the use of natural gas averaged 3.35 points out of 10 points in a low level of knowledge.