

## **Abstract**

The TV Program 'Samrak Kon Keng Hua Jai Krang' is a Corporate Social Responsibility (CSR) activity of Advanced Info Service Public Company Limited (AIS) who hires Payai Creation Company Limited to produce the program in the form of documentary which features the lives of children who are living in poor conditions or coming from a humble background but are working hard to support their families and improve their quality of life through education. The objective of this program is to show the audiences an example of life-fighter and to create the helpful society.

The study of 'the Role of TV Documentary in the youth Development: Samrak Kon Keng Hua Jai Krang program' uses the mixed researches between the quantitative and qualitative researches. The former one applies a survey research with a questionnaire to gather data from the sampling group who are 106 children on worth aired in the documentary since 2001 to 2006. The questionnaire is separated into 4 sections; general questions, role of the SARNRAK documentary with the program children, factors encouraging the development of the program children, and the last part; comments and suggestions.

The latter one, qualitative research, employs an in-depth interview and a focus group discussion with the purposive samplings which are grouped into 3 categories; the program children, the producers and sponsors, and the donators' network.

This study has the objectives as following;

1. To study and analyze the direct and indirect role of the Samrak Kon Keng Hua Jai Krang program.
2. To examine the development of the program children in 3 aspects; external, internal and social aspects.

The research discovers the direct role of the program in the children development as following

- The program can be the public sphere for the children to show their feeling and perspectives by appearing in the documentary.

- The clearest outcome of the program is the ability to raise aspirations especially when the status of these program children is usually lower than other children and at the same time, modern days make them feel unconfident. The program, accidentally, becomes the bridge connecting them with the society and also encourages them to live better.

- The program can confer the status of the children, who are selected to tell the story, in the way of enlarging their world. Anyway, that does not only make them feel encouraged to live better or proud of themselves but also stressful of being expected by people around them.

- The program can focus attention to the selected children so they get more chances and been accepted in the society.

For the indirect role of the documentary, it creates friendship during the program production. The producer team becomes a part in the program children's lives as their personal consultant. Moreover, the program acts as the social Welfare which occurs by tracking the children and giving them help continually after the production and before on air.

For the role of the program in the children development within 3 aspects, the research finds that mostly, they can develop their internal mind; feel cheerful to live, self-esteem and able to control their worry. Next, they can improve their social factor; the relationship with family, friends and community. Also, they feel equal and accepted in the society and they can adapt themselves with new surroundings. For the external factor, they can progress least including career, education and habitat.

Furthermore, the professional production team, who is trusted by the audience, and the documentary style can form the donation network; both short-term and long-term assistance which affect the children. However, short-term aid does not

clearly push up the children while long-term support takes a part in their external evolution; habitation, career and family economy.

Generally, the study notices the role of mass media in the society gap reduction among an extremely industrial media situation nowadays. Especially, in Samrak program, the disadvantage children have more social space to use media for their development with their ethic, ideology and standpoint for the social responsibility.