

Thesis Title	The Development of TV News Programs Format for People with Hearing and Cognition Impairment
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Abstract

The thesis is aimed to develop the TV news programs for people with hearing and cognition impairment and to study the quality of the form of TV news programs for viewers with the impairment as well as their feedback and satisfaction from watching specially-produced TV news programs. The samples used for the research are people with hearing and cognition impairment who attended a workshop on the topic of “Establishment a center for the disabled” Group 3 (Thailand’s central region) held in Phra Nakhon Si Ayutthaya. The Sample Random Sampling procedure conducted among 10 samples found that all the samples needed the TV news program for people with hearing and cognition impairment at the highest level. In terms of the content quality evaluation, $X = 4.44$, $S.D. = 0.19$ is identified as the ‘good level’ while in terms of the media quality evaluation, $X = 4.55$, $S.D. = 0.16$ means the ‘very good’ level. In terms of the sample’s feedback evaluation, $X = 4.49$, $S.D. = 0.22$ means the ‘good’ level. In terms of the samples’ satisfaction evaluation, 4.50 , $S.D. = 0.12$ is identified as the ‘most satisfactory’ level.

Keywords : Form of TV Program/ TV News Program/ People with Hearing and Cognition Impairment