

Independent Study Title: Secondary School Students' Interest in
Different Formats of Public Address Programme
Production for Public Relations in Schools

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Abstract

The purpose of this study was to examine the interest of secondary school students in different format of public address programme production for public relations in schools for straight piece, spot, and feature. The samples consisted of 300 students from Chiangkam Wittayakom School, Phayao Province. The rating scale questionnaires were constructed as the instrument for data collection. Students were listened to three different format of public address programme. After that they answered the questionnaires and data were analyzed.

The results of the study were noted:

1. The interest of students in different format of public address programme production for public relations school for straight piece, spot and feature were rated at high level.
2. In straight piece, the interest of lower and upper secondary school students were not different.

3. In spot, the interest of lower and upper secondary school students were different.

4. In feature, the interest of lower and upper secondary school students were not different.