

## ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Science in Agricultural Extension

### OPINIONS OF CHIANG MAI'S FARMERS ON TELEVISION PROGRAMMING FORMATS

By

KRISANAPONG SUCHAIKAM

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Chairman : Associate Professor Dr. Wittaya Damrongkiattisak

Department/Faculty : Department of Agricultural Extension, Faculty of Agricultural Business

The objectives of this research were to find out personal and socio-economic characteristics of farmers in Chiang Mai and their opinions on television programming formats. The data was collected from 225 randomly sampled farmers in Chiang Mai and analyzed through the SPSS/PC. The results were summarized as follows:

1. **Personal characteristics.** The percentage of male respondents was 50.40. They were 39 years old on average. Most of them had finished primary education, had an average of 20 years farming experience and earned an average income of 55,180 Baht per year. Most of them (72.449%) watched television everyday for 1-2 hours, during 7.00-8.00 p.m.

2. **Television programs.** The respondents preferred to watch news cast, dramatic and documentary programs, respectively.

3. **Television programming techniques.**

3.1 News cast program. 30% of the respondents watched news cast programs on Channel 7. They preferred up-to-date news cast program to be presented for 30-60 minutes during 7.00 – 8.00 p.m. and to end with a news summary.

3.2 Game show. 68.85% of the respondents watched the “Millionaire Millenium Game” program on Channel 3. They wanted to watch a live game show which requires witiness, together with good-humored program hosts. The program should be presented for an

hour every Saturday, 6.00. - 7.00 p.m. The audience should be allowed to take part in the game and the show should end with impressive pictures.

3.3 Documentary program. 81.48% of the respondents watched the “Agri-Documentary” program on Channel 7. They liked documentaries in agriculture with topics of their interest. The contents must be concise and clear. They preferred to watch it daily during 5.00-5.30 a.m. for 30 minutes. The program should end with the important points of the topic and the audience should be allowed to suggest the topics to be broadcast.

3.4 Music program. 64.86% of the respondents watched the “Vateethai” on Channel 9. They like folk music in a concert form, presented for 60 minutes every Saturday during 5.00-6.00p.m. It should include interviewing singers and other varieties.

3.5 Cinema program. 60.61% of the respondents watched movies on Channel 3. They liked to watch Chinese action movies without intermission on Saturday for 120 minutes during 8.00-10.00 p.m. Criticism on movies should be included and movies should not be repeatedly shown.

3.6 Dramatic program. 47.44% of the respondents watched dramas on Channel 3. They preferred to watch newly written Thai action dramas with not so many advertisements, shown every Friday for 60 minutes during 8.00-10.00 p.m. and programming techniques should be improved to make the dramas more realistic.

3.7 Sports program. 61.16% of the respondents watched the Thai Boxing on Channel 7. They liked to watch a sports program with the sportscaster having a vast knowledge of the games. Most of them preferred to watch boxing everyday for 120 minutes from 8.00-10.00 p.m. which should be ended with a summary of the events and with fewer advertisements.

3.8 Religious program. Five respondents watched “Dharma Rub-Aroon” on Channel 7. The presentation techniques of the program were found not to be very good. They would prefer the program presented by a Buddhist monk with both worldly and religious knowledge and humor, capable of providing solutions to daily life problems. The program should be presented daily during 5.00-5.30 a.m. for 30 minutes.

3.9 Cultural program. Two respondents watched “Jod May Het Krung Sri” on Channel 7. The producer was indicated not to have enough knowledge of cultures and traditions

and the respondents wanted programs with contents of Thai cultures to be presented in various formats. The program should be presented daily during 5.00-5.30 a.m. for 30 minutes.

3.10 Variety program. 43.39% of the respondents preferred “Twilight Show” on Channel 3. They preferred a host who talks convincingly and with humors. They preferred the show to be presented every Saturday during 8.00-9.30 p.m. for 1.30 hours. The program should include various aspects and end with impressive pictures.

3.11 Comedy program. 43.59% of the respondents preferred “Korn-Bai Klai-Kriet” on Channel 3. They did not prefer certain numerous points to be repeatedly presented but they would like the program to be hosted by a group of comedians and completed in one presentation. They wanted this program to be presented during 12.30-1.00 p.m. and end with sample pictures of the next presentation.

3.12 Education program. The respondents preferred to view the program “Sukothaithammatirat and Law for People”. They indicated that the teaching technique must be made more interesting to the viewers and the contents must be in a lecture format at secondary and college levels. The program should be shown every Saturday and Sunday for 30 and 60 minutes during 6.00-6.30 a.m. and 7.00-8.00 p.m. respectively. The program must end with a summary of important points of the topic discussed.

3.13 Interview, discussion and talk show. 41.67% of the respondents preferred “Lan-Barn Lan-Muang”. They stated the contents were too difficult and wanted the program host to be good at asking questions directly relevant to the issues discussed. They also preferred agricultural topics and wanted the audience to take part in discussion by telephone. This program should be presented every Sunday for 30 minutes during 8.00-8.30 p.m. and end with impressive words or gestures of the panelists. The program host should be more competent.