

ABSTRACT

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TELEVISION FORMATS AND PROGRAM FORMULATION AS NEEDED BY STUDENTS IN CHIANGMAI

By

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This research were to investigate (1) general characteristics of students in Chiangmai province; (2) television formats demanded by the students; and (3) program formulation of each type of television format.

The data were collected by means of interview schedules from 225 samples of students in Chiangmai selected by using multistage random sampling: 125 students from elementary schools, 40 from secondary schools and 60 from tertiary educational institutes. The data were analyzed to find statistical values, percentages, standard deviation and mean.

The results revealed that more of the respondents were female. Their average age was 16 years. Their fathers were mostly government employees and mothers, mostly hired labor. Most of them lived with their families and received an average living allowance of 3,000 Baht per month.

Most of the respondents watched television everyday at home at an average of 3.52 hours, from 7.00-8.00 p.m. during weekdays and 8.00-9.00 p.m. during the weekend.

Most of the respondents watched news programs, followed by music shows and soap operas, respectively.

The formulation of the 9 types of television program was as follows:

1. News programs. Most of the respondents liked to watch ITV news, no matter male or female broadcasters, especially if they are attractive and charming. The types of news they liked were those of human interest, comedy, and entertainment. They also preferred to watch news programs with attractive materials and photographs as backgrounds from 6.00-7.00 p.m. for 31-60 minutes ending with news in brief.

2. Game shows. The respondents' favorite program was Game Zone. They preferred either male or female program hosts with fashionable clothes, special qualities, attractiveness and wittiness. They would prefer to watch the programs from 8.00-10.00 p.m.

3. Documentary programs. The respondents' favorite program was National Geographic. They preferred a male narrator and the show to be scheduled on Saturday.

4. Music shows. The respondents' favorite program was Bank Bank Bank. Most of them liked program hosts with fashionable clothes. They preferred to listen to Thai and string music presented as a music video.

5. Movie programs. Most of the respondents preferred western action movies to be presented on Saturday.

6. Soap operas. The respondents liked to watch romantic soap operas shown on Channel 3 and preferred these to be presented from 8.00-9.00 p.m.

7. Variety shows. The respondents' favorite program was Twilight Show. They liked a pleasant and jovial program host and preferred the show to be presented daily from 9.00-10.00 p.m. and the background to be real photographs taken purposely for the show.

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8. Sports programs. The respondents' favorite program was Be on a hot kick. They preferred a male program host and the program to be started with the highlight photos and ended with exciting clips.

9. Comedy shows. The respondents' favorite programs were Kon-Bai Krai-Kriet and Joka-Jee. Their favorite comedian was "Jim Chuanchim" and they wanted the show to be presented in a group.