

## 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

NEED ASSESSMENT OF TELEVISION PROGRAM FORMATS AND  
TECHNIQUES OF GOVERNMENT OFFICERS AND  
GOVERNMENT ENTERPRISE EMPLOYEES  
IN CHIANGMAI

By  
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This study was conducted to examine 1) personal characteristics of government officers and government enterprise employees in Chiangmai; 2) television program formats; and 3) television programming techniques of each type of format. The data was collected by means of interview schedules from 224 samples of government officers and government enterprise employees in Chiangmai province and analyzed by using the SPSS/PC<sup>+</sup>. The results of the study were as follows:

1. 50.40% of the respondents were male with an average age of 37.871 years, married, held a bachelor's degree, had average working experience of 15 years and received a monthly income of 15,001-20,000 Baht.

2. 70.09% watched television everyday at an average of 1-2 hours from 7.00-9.00 p.m.

2.1 The respondents mostly preferred to watch newscast, sports and dramatic programs, respectively.

3. Regarding television programming techniques, the results of the study showed the following:

3.1 Newscast program: 37.57% of the respondents preferred to watch the ITV news especially news of the Royal Family, current and live news accompanied by details. The program duration was 30-60 minutes from 7.00-8.00 p.m. and ended with a summary of news headlines.

3.2 Game show: 41.46% of the respondents watched the "Ching-Roy Ching-Lan" program on channel 5. They preferred a program made outside the studio and requiring intelligence and wittiness. They also preferred to watch game shows for one hour every Saturday from 12.00-1.00 p.m. ending with eye-catching pictures.

3.3 Documentary program: 41.79% of the respondents preferred to watch National Geographic and travel documentaries with the contents which served the audience's interest and information clearly arranged according to events and presented at an average of 30 minutes from 4.00-4.30 p.m. They preferred ending with emphasis on the importance of the topic.

3.4 Music program: 40.00% of the respondents preferred "Soi Buppa Swan" on channel 5 as well as an eloquent program host. They preferred folk music in a music-video format, presented 30 minutes per day between 12.00-12.30 p.m., which had an attractive still picture at the end.

3.5 Cinema program: 47.69% of the respondents suggested that movies should not be repeatedly presented. They preferred western action movies, with less commercial ads in between and shown every Saturday for 60 minutes from 10.00-11.00 p.m.

3.6 Dramatic program: 63.01% liked to watch new, romantic mini-series, with less commercial ads in between, and presented every Friday for 30 minutes from 9.00-9.30 p.m.

3.7 Sports program: 30.51% preferred to watch a sports program starting with a highlight picture and a program host with sound knowledge of sports. Most respondents liked to watch football events and sports programs presenting various kinds of sports everyday for 60 minutes from 5.00-5.30 a.m. and ending with schedules for next sports events.

3.8 Religious program. The respondents preferred the program "Dharma Rub-Aroon" on channel 7 as well as programs providing solutions to problems in daily life. The program host should be a Buddhist monk capable of providing a sermon in the simple Thai language and having a great knowledge of religion. The program should be shown daily for 30 minutes from 5.00-5.30 a.m. and end with Buddhist proverbs.

3.9 Culture program: The respondents preferred "Suebsan Moradok Wattanatham Thai" on channel 3 and stories about ancient monuments combined with narration and interview to be shown every Friday for 60 minutes from 7.00-8.00 a.m. and end with beautiful pictures.

3.10 Variety program: 61.11% of the respondents preferred "Twilight Show" on channel 3. The program should start with something distinguishing showing special abilities in culture and tradition. The program host should be resourceful especially with good facial expression and eye-catching pictures and materials should be used as backgrounds. They preferred to watch the show every Sunday for 90 minutes from 4.00-5.30 p.m. The program should end with some behind-the-scene shots.

3.11 Comedy program. 50% of the respondents preferred "Korn-Bai Klai-Kriet" program on channel 3. They did not prefer over - acting shows, but entertainment. The show should finish in each presentation and be broadcast every day for 30 minutes from 12.30-1.00 p.m. The closing picture should show a funny portion of the story.

3.12 Education program: The respondents preferred to view the program "For Quality of Life" on channel 9 as well as general education contents in a talk show format providing knowledge and answering questions through telephone. The program should be broadcast every day for 60 minutes from 6.00-7.00 a.m. The ending should show the program host summarizing important points of the topics discussed.

3.13 Interview, discussion and talk show: 48.65% of the respondents preferred ITV talk on ITV channel providing a summary of the topic discussed, usually a political one. The members of the discussion panel should have various opinions and a vast knowledge of the topic. This program should be broadcast daily for 90 minutes from 8.00-9.30 p.m. The ending should show distinguishing pictures accompanied by impressive words of the members of the panel.