

ABSTRACT**AN EXPLORATORY STUDY OF
THAI AIR PERSONALITIES' COMMUNICATIVE BEHAVIORS IN WESTERN
MUSIC PROGRAMS****BY****PHATTEERA SARAKORNBORRIRAG**

This research paper is an exploratory study of Thai air personalities' communicative behaviors in Western music programs via Thai radio stations in Bangkok. The study was conducted to answer the research questions which focused on the air personalities' communication characteristics, their appropriateness, and the satisfaction of both air personalities and the audience. Data were collected by both quantitative and qualitative measures. One hundred and thirty-nine participants (108 audiences and 31 air personalities) completed questionnaires and were randomly interviewed about the air personalities' communicative behaviors. The results reveal that, in Western music radio programs, "politeness" is the Thai air personalities most distinctive communication characteristic while giving incorrect information is the least. Regarding appropriateness and satisfaction, politeness is the most appropriate and favorable behavior while interruption over vocals is the least appropriate and satisfying behavior. Other findings show that the air personalities always use simple language and a cheerful voice when on the air; usually articulate sounds clearly, give diversity and neutrality of information, talk concisely and casually, and use Thai language grammatically. These behaviors are perceived as appropriate and favorable. Furthermore, respondents indicate that air personalities seldom use slang, talk about personal matters and talk very fast. They sometimes use jargon, interrupt songs and express their ideas on the air. With such behaviors, the majority of respondents express neutral attitudes

towards the appropriateness and show positive attitudes towards the satisfaction.

Additionally, the findings show that air personalities sometimes report current information, talk less, and have a sense of humor which are appropriate and moderately favorable.