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DANAINOP GRO-THONG : THE PROCESS OF INFORMATION SEEKING OF
THE THAI T.V. COLOR CHANNEL 3 M.C.O.T. . THESIS ADVISOR :

ASSOC. PROF. VIPHA UTAMACHANT. 130 pp. ISBN 974-03-1097-4

This research " THE PROCESS OF INFORMATION SEEKING OF THE THAI T.V. COLOR CHANNEL 3 M.C.O.T." is centered on three issues : the need for information, the process of information seeking and the process of taking the information given to use in jobs. This research paper aims to study only the staffs working for 9 departments in The Thai T.V. Color Channel 3 M.C.O.T. listed : Administrative Department, News Department, Program Department, Productive Department, Arts Department, Radio-Broadcasting Department, Advertisement Department, On-Air Department and Public Relations Department.

The study was furthered by Qualitative research method, while the form and method used was an in-depth interview.

This research found that the staff of The Thai T.V. Color Channel 3 M.C.O.T want and are interested in information issues related to their work. Furthermore, the proportion of information received from people both in and out of the organization is more than the information received from the press and their colleagues. Regarding the information received for use in job-related issues, the study illustrated that the staff thought it depended on the organization policy and their own thoughts; especially in the Administrative, News, Productive, Programming, Advertisement and Public Relations Department. By the way, there was a problem obstructing my study of this issue. This jobs work without co-ordinator between administrative and officer. It was hard to find the information needed, including that which partly inspired the staff to work hard on their jobs.