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PHA!ROJ TEWINBURANUWONG : THE DISC JOCKEY OCCUPATIONAL PROCESS OF
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The objectives of this qualitative research are to study the disc jockey occupational process of A-Time Media's radio stations and the factors that influence the disc jockey occupation. The method used is in-depth interviews with the following groups : the company's executives, the producers who are mainly responsible for the recruitment of disc jockey. And also analyzing from the response of the disc jockeys of A-Time Media's radio stations.

The results indicate that, there are 4 stages to the disc jockey recruitment process of A-Time Media Co.,Ltd. according the following guideline in staffing theory : Planning, recruiting, selecting, and training - developing. The finding shows that there are 5 entrance procedures for disc jockey coming into A-Time Media's radio stations./ Self-application / Other radio stations's disc jockeys / Celebrities / A-Time Media's staffs / Invited persons. A number of the disc jockeys used their experiences and skills instead of the knowledge from the academic degree in mass communication. Therefore, important qualifications for becoming an A-Time Media's disc jockey are : perception in mass communication , attention to news updates and information , articulation , positive mind and nice personality. Although they have passed the selection process, they will need to be trained and developed to improve their skills and maintain their popularity as a disc jockey for a long period of time. However, 3 main factors influencing the decision to quit the disc jockey occupation are : decrease in acceptance from the audiences / lost of enthusiasm / change in life's objective such as finding other careers, etc.