

The purposes of this research were to analyze and classify the values of contents of 10 Thai magazines which were selected by high school students. The samples rated as the most favourable magazines were Therkubchun, Sai, Image, Dichan, Praew, Praewsudsupda, Kwan Ruean, Waiwaan, Wainaruk and Satrisarn respectively. There were altogether 252 issues. The coverage period was January to December 1991.

The instrument used in this research was the content analysis table designed by the researcher herself. Percentage was used to analyze the data.

The results were as follows:

1. The values reflected in each magazine:

Therkubchun reflected diligence value most,

Sai reflected economization value most,

Image reflected economization value most,

Dichan reflected patriotism value most,

Praew reflected economization value most,

Praewsudsupda reflected patriotism value most,

Kwan Ruean reflected patriotism value most,

Waiwaan reflected diligence value most,

Wainaruk reflected intellectualism value most,

Satrisarn reflected religiousness value most,

2. When comparing the percentage of contents in all the magazines

from the highest to the lowest ones the researcher found that they were patriotism, diligence, religiousness, intellectualism, responsibility, self-dependence, economization, unity and discipline respectively.

3. When classifying the types of contents which contain different values the researcher found that the non-fiction type placed high in Image, Satrisarn, Wainaruk, Kwan Ruean and Dichan. The second highest place was the interview type which was found in Sai, Praewsudsupda, Praew, Waiwaan and Therkubchun. The rest of the types: fiction, short story, tales, quizzes, question-answer were found very low.