

THESIS TITLE	ONLINE MEDIA STRATEGIES FOR CHILDREN'S TELEVISION PROGRAMS PRODUCTION CASE STUDY OF THAI FAIRY TALES CHANNEL ON YOUTUBE
KEYWORDS	STRATEGY, TELEVISION CHANNEL PRODUCTION, ONLINE MEDIA
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ABSTRACT

This dissertation is under the topic "Online Media Strategies for Children's Television Programs Production". A case study of Thai Fairy Tales channel on YouTube is analysed for the purpose of studying openness behavior, attitude and satisfaction towards appropriate content in the children's television programs, in order to study the production concept of the programs.

According to the Thai Fairy Tales channel on YouTube, they present Entertainment concept as an element composed in the program structure, by providing knowledge and imagination suitable for children's preferences in the form of short animated cartoons together with the sound effects that will not cause any borings, yet still able to insert morals for children to learn enjoyably in the meantime. Research topics of interest therefore focused to understand and determine strategies to produce highly qualified and popular children's television programs for the sake of correctly cultivating culture, values and behavior for children. Relevant parties to children's television programs are 4-9 years old children, parents, elementary school teachers, experts in media children's television programs production, fairy tales writers, television station executives as well as producers.

Researcher applies Qualitative Research technique to this study by organising In-depth Interview, Face to Face Interview: F2F and Enumeration by Telephone to collect and analyse data in accordance with the conceptual framework presented in the form of Descriptive Research.

Research indicates that parents and teachers are influential to children's openness behavior to media on how to select contents, watching duration, location, along with online media accessing tools to online media. Information provided online for children must share good examples and generate good manners for them. It can be presented in several forms such as fairy tales, storytelling, music videos, short movies, and etc. Amiable characters and heroes attract children aged between 4-9 years old to watch the shows. Experts accordingly believe that to producing qualified television programs for children not only aims to yield entertainment, but to also consider every television shows production process from Pre-Production, Production to Post-Production respectively. To be more descriptive, the process embed ethics, values and culture must be prepared in a constructive way for both education and entertainment aspects. This execution has to rely on the collaboration from accountable parties which are child experts, professional television shows producers, family members, educational institutes and mass media. Their efforts to educate and refine youth's thoughts are complementary strengthen knowledge acquainted from television program. From this research, online media strategies for children's television programs production can be classified by the researcher as follows;

1. Quality management strategy to children's television programs production
2. Impression enhancement strategy to YouTube audiences

Results from this dissertation are beneficial information to further support corresponding decision and improvement on children's television programs to satisfy public true needs.