

THESIS TITLE	ATTITUDE OF VIEWERS TOWARDS HARDNEWS TALK PROGRAMME TO CREATE STRATEGIC TELEVISION PROGRAM
KEYWORD	ATTITUDE, TOWARDS, HARDNEWS, TALK, STRATEGIC, TELEVISION
STUDENT	THINNAPHOP PHANTHANAM
THESIS ADVISOR	ASSISTANT PROFESSOR DR. KANCHANA MEESILAPAVIKKAI
LEVEL OF STUDY	MASTER OF COMMUNICATION ARTS COMMUNICATION ARTS
FACULTY	COMMUNICATION ARTS SRIPATUM UNIVERSITY
ACADEMIC YEAR	2017

### ABSTRACT

The purposes of this research, Attitude Of Viewers Towards Hardnews Talk Programme To Create Strategic Television Program. Hardnews Taare: (1) to examine viewers' exposure to hardnews talk programmes; (2) to study the attitude of viewers towards viewing hardnews talk programmes; (3) to study television stations' strategies in producing hardnews talk programmes. This research was qualitative, conducted by depth interviews, and quantitative.

Qualitative research was conducted by depth interviews with a total 15 persons who were news department directors, authorized persons, programme hosts, editors or producers, chosen with simple random sampling from 5 hardnews talk programmes broadcast by 5 television stations: Kom Chad Luek on Nation TV Channel 22, Kon Chon Khao on True4U Channel 24, Drama Social on One Channel 31, Tham Trong Trong on Thairath TV Channel 32, Pen Rueang Pen Khao on PPTV Channel 36.

Quantitative research was conducted by data-collecting surveys upon 400 samples aged 20 – 60 years. The surveys were published via social media network such as Facebook and Line.

The results regarding attitudes of viewers who watch hardnews talk programmes show that 291 of the respondents (72.80%) choose to view a programme based on the contents and news topics discussed on the programme. On the other hand, 40% of the respondents are likely to switch to other programmes if they are not interested in the topics being discussed on the programme that day. However, when asked about their attitudes towards hardnews talk programmes that affect strategies in producing a programme, the respondents suggested that the programme host and the news contents are important elements to attract viewers, both of which show an equal means at 4.24, the highest satisfaction level. The second highest is the guests, crew members, and other effects, respectively.

Qualitative research shows that department directors, authorized persons, programme hosts, editors, producers, or authorized persons who worked in hardnews talk programme production for 5 television stations consider the programme host top priority at a means of 4.29 which is the highest among all elements. It can be concluded that a programme host is highly important to a hardnews talk programme. The producers are likely to choose a host with good reputation, comprehensive knowledge of all aspects, reliability, critical thinking, capability to question guests, and ability to properly tell a story and conclude it to attract the viewers.

The results show that the viewers' and producers' attitudes towards news contents and topics greatly influence the strategies in producing hardnews talk programmes and also affect the rating and tendency of viewing a programme.