



## รายงานการวิจัย

อิทธิพลจากการใช้ภาษาไทยของรายการโทรทัศน์ที่มีผลต่อการใช้ภาษาไทยของนักศึกษา  
มหาวิทยาลัยเทคโนโลยีราชมงคลตะวันออก วิทยาเขตจักรพงษ์ภูวนารถ  
Influences of Thai Language Used in Television Programs to Thai Language Used by  
Students of Rajamangala University of Technology Tawan-ok,  
Chakrabongse Bhuvaranarth Campus

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โดยได้รับเงินอุดหนุนวิจัยจากมหาวิทยาลัยเทคโนโลยีราชมงคลตะวันออก

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### Abstract

The purposes of this research were (1) To study the using of Thai language in television programs, (2) To study the problems of using Thai language in television programs and (3) To study on the influence of Thai language used in television programs towards the use of Thai language by students at Rajamangala University of Technology Tawan-ok, Chakrabongse Bhuvanarth Campus.

The population in this research were students at Rajamangala University of Technology Tawan-ok, Chakrabongse Bhuvanarth Campus in academic year 2011 and television broadcasters. The sample of people in this research were 400 students in Faculty of Arts and Faculty of Business and Information Technology year 1, 2 and 3 that were derived from Stratified Random Sampling. And three students including four television broadcasters were derived from Purposive Sampling. The research tools were questionnaire, and in-depth interview. The obtained data were analyzed by frequency distributions, percentage, average, standard deviation and t-test.

The results of this research showed that 1) The using of Thai language in television programs in an overview was at high level with an average 3.60 and the most opinion about the problem of using Thai language in television program was about pronunciation clearly. 2) The problem of using Thai language in television program from news was at high level with an average 3.51. And the most opinion about the problem of using Thai language in advertisements was at high level which was advertising over the truth. 3) The influence of Thai language used in television programs towards the use of Thai language by students at Rajamangala University of Technology Tawan-ok, Chakrabongse Bhuvanarth Campus in an overview was at high level with an average 3.54 and the most opinion about the influence of Thai language used in television program from drama was at high level which were using informal language such as low-level languages and market-languages. 4) Tests of the influence of Thai language used in television programs perceived by students were ten results. They were classified into three aspects by one sample t-test that defined the test value was 3.51 (limit the influence), it showed that the perception of students toward the television programs in overview had no influence to the students in statistics ( $t\text{-value} = 1.06, p > .05$ ). However, when testing in each aspect, there was only one aspect influence to students which was drama ( $t\text{-value} = 6.54, p < .01$ ).