Research Title The Investigation of the Marketing Communication’s model for “Digital TV for Children, Youth and Family” Focusing on its Effect towards in ASEAN.

Author Assistant Prof. Prakaikavin Srijinda (Ph.D.)

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This research was conducted in a qualitative tradition, Textual Analysis with key digital TV selected were also performed and analysis of relevant documents aim to study of storytelling from Channel 13 3 Family and Channel 14 MCOT Kids and Family have To be continued. Broadcasted during the year 2015-2016, 4 stories.

This article is part of the research entitled “The Investigation of the Marketing Communication’s model for “Digital TV for Children, Youth and Family” Focusing on its Effect towards in ASEAN.” This purpose to present information about the situation of Digital TV for Children, Youth and Family in Thailand conducted by document Analysis and textual analysis approach. This result founded Digital TV for Children, Youth and Family there are only two stations left are Channel 13 3 Family and Channel 14 MCOT Kids and Family, they have low popularity. Compared to other types of television stations. So that, Digital TV Station Manager It must consider and prioritize communication channels that are accessible to viewers. Be aware of professional ethics via media self regulation and should be media watchdog by public. To reflect on their values in the media. As a good media institute to the audience.