

Abstracts

Research Title : Research and development of audio-visual media homeland awareness

of Salaya Old market Phutthamonthon Nakhon Pathom.

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Background: The enhancement of homeland awareness could possibly be promoted by audio-visual media. The objectives of this study were to identify the unique characteristics of Salaya Old market, Phutthamonthon, Nakhon Pathom and develop the effective video media to promote the homeland awareness among local people.

Methods: The characteristic features of this community were collectively summarized based on historical data, community observation, and people's interview. The acquired data were used to develop a media describing prominent features of the community. The quality of the media was later assessed by interviewing local people in the old market in terms of content accuracy, video and narration qualities, and sense of homeland awareness after watching the video.

Results: A 6-minute video media containing historical data and outstanding features of this community was developed. Based on the interview, the content accuracy was good. The picture quality and the narration were very good. Most people developed sense of homeland awareness after watching the video.

Conclusion: The quality of our produced video was good and capable of raising sense of homeland awareness in Salaya Old Market community. This study also demonstrated the important role of audio-visual media that could be used for the promotion of homeland awareness among people.