

Abstract

The thesis entitled "The Continuation of the Youth's Environment and Natural Resources Conservation Activities Broadcast on Tung Sang Tawan Television Program" aims to study significant elements that contribute to such continuation.

The underlying concepts on which the thesis is based comprise social refinement, learning, motivation, satisfaction, the youth's role in environmental conservation and leadership. Data used in this study was obtained from written documents and in-depth interviews given to people involved in three case studies.

The results of the study show that the continuation of the youth's environment and natural resources conservation activities broadcast on Tung Sang Tawan television program depends on the interaction of factors concerning the families, the communities, and other factors outside the communities. As to the factors concerning the families, the fact that the youth are well brought up would encourage them to continue the conservation activities. For example, the families' mixed agricultural practices and traditional fishing practices are related to the conservation activities in the first and the third case studies, respectively. In addition, the communities' strong leadership, the strength of the communities and the availability of recreational areas in the communities contribute to the continuation of the conservation activities.

For instance, in the first case study, the farmer's daughters in Chiang Mai's Mae Ta community have been able to continue their conservation activities because the community supports them. On the contrary, in the third case study, the fishermen's son in Baan Chaomai in Trang Province and in second case study, the youth in Baan Pong Kum in Nan Province fail to continue their activities due to the lack of recreational areas for them, the lack of the cooperation among the young people, and poverty.

As to the factors outside the communities, it was found that both direct and indirect connections with development organizations, governmental agencies, and the media inspire the youth to carry on with their conservation activities.

It is recommended that the communities and the schools expand the recreational areas for the young people and that development organizations and

governmental agencies cooperate with each other in supporting the communities and their young people to actively get involved in environment conservation projects which are suitable for the communities. In addition, the Tung Sang Tawan television program should promote special activities that encourage the youth to be proud of and care for their community. As to further, it is suggested that research on how the learning processes of the young people are carries on and what factors contribute to their continuation be conducted.

