



<b>Independent Study Title</b>	Media Influence on the Preference of White Skin of Higher Education Students in Chiang Mai University
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### **ABSTRACT**

The Independent study about the influence of Media on the need to change the complexion to Chiang Mai University Students aim to study the influence of the Media to affect change skin color to be fair skin of Chiang Mai University. From the sample of 48 people divided into 40 people from questionnaire and 8 people from interview.

The study found that Media has an influence on the data transmission and news moderate level ( $\bar{X} = 2.33$ ) the media on television at the most level ( $\bar{X} = 3.27$ ). The type of media that affect to the idea the most was acquaintance such as friend, family, cousin etc. at 32.38%. The confirmation of doctor and expert at 42.50% was the most affect to idea and changing behavior.

The Influence of the media is essential toward discourse of white skin consumption via Myth in behavior modification and consumer attitudes under the consumerism condition by stimulating motivating or instructing of the media. These are hidden by reliability, amenity and clarity to convey the content to be effective and stimulate the attention of the target group the most, Nowadays, the role of gender differences toward having white skin is reduced by mass culture and make the white skin not just the beauty of the body only, but means to grab power from the discourse that is accepted by society.