

ANDY MURRAY AS A ROLE MODEL FOR THAI CHILDREN



ANDY MURRAY AS A ROLE MODEL FOR THAI CHILDREN



Lerdsin Siripoon

This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Communication Arts

2017



©2017

Lerdsin Siripoon

All Rights Reserved

**This Independent Study has been approved by  
the Graduate School  
Bangkok University**

Title: ANDY MURRAY AS A ROLE MODEL FOR THAI CHILDREN

Author: Mr. Lerdsin Siripoon


Independent Study Committee:

Advisor




(Assoc. Prof. Dr. Boonlert Supadhiloke)

Field Specialist



(Asst. Prof. Dr. Pacharaporn Kesaporn)



(Dr. Sansanee Thebpanya)

Dean of the Graduate School

December 14, 2017

Siripoon. L. Communication Art, December 2017, Graduate School, Bangkok University.

Andy Murray as A Role Model for Thai children (89 pp.)

Advisor: Boonlert Suphadiloke, Ph.D.

## ABSTRACT

Sport Celebrity inspires children to gain potential applied sport career, and children have to draw purpose to integrate sport celebrity career with other product campaigns. This research aims to find out which child genders are successful to be able to promote campaign rather than other gender, and this case study is to learn both male and female are interested in being sport celebrity which we applied Social Learning Theory to test responsiveness of both genders. In the research, we select Andy Murray who is currently number one in the world ranking ATP 2016, and he is United Nations Children's Fund (Unicef) Brand Ambassador and other brand campaign presenter. Therefore, campaign is very necessary for sport celebrity to promote products, and customers will be very satisfied brand reputation. It is also sport celebrity's reputation that suggests customers benefit. Children have got to understand responsibility of sport celebrity. They will be involved with campaign, and we are learning to classify genders that are motivated by A Role Model (ARM). We also find out behaviors and improvement that innovates children to get through punishment and reward program on motivation. Andy Murray will be the sport celebrity that is example to applying motivation among children.

Children are eyes of the future, and they respond to media that parents concern providing to them knowledge. They absorb media message to develop their Child Behavior.

It connotes Child Behavior is effected by both Child Perception and Media which it proves that environment is important for Child Development. Parents are persistent to regulate positive media, and they also check Child Behavior for selecting suitable media to children. Media is surrounded by organization that offers benefit to customers. They are visibly contribution that entertains customers including suggest customers product.

They frequently classify positive Sport Celebrity to promote product, and they expect them to pursue customer about development especially event or campaign. Sport Celebrity is a person who is approved to be A RM. It is based on their performance and behavior that requirement is approved be organization.

ARM is an illustration that ignites children talented, and it motivates children to improve Child Behavior similarly as ARM.

According to children, achieving goal is drawing children future. Opportunities are gaps that involve children unequally, but many children have desire for living in progressive environments. There are Health Care's organizations around the world, and United Nations Children's Fund is the most well-known provider in United Kingdom. United Nations Children's Fund concerns children abuse and lacking fund, they try to suggest investor to donate money for poor children to get support. They are obviously focusing on signing with Athletes to promote campaign, and athletes are also donators and announcements who pursues investor to donate, and they are the appearance of organization. The organization is considering developing campaigns to provide benefit for child communities that why select the most famous sport celebrity to promote their project for donators. Sport Celebrity has

been ARM of Organization, and they perform well for sharing suggestion to both donators and receivers because they appeal on media for announcing information.

To be learning social work as practical process, it has to produce demographic of programs to review audience's intention for Child's Desires because ARM impacts children progression through Digital Media is persuaded by campaign, so they are the beneficial relation to learn as positive.

In the other hand, we observe Child Behavior that responds to ARM, and it views impacts that are relevant to ARM. The research can be draw relationship demographic that audiences learn ARM's performance, and it will illustrate audience's responsiveness that children can be achieving progression in the future.

We are hypothesized the research by evaluating male and female's responds, so it is the process to observe the most behavior's refection. We divide participants, genders, ages, opinion, and impact as questionnaires to be testing. We focus on information that we gather for children. We length the objective, and we find out that significant of this research.

A process of learning ARM is corporate child to organization, and it is able to absorb process of organization's mission, and it applies to sport celebrity. It is the case that is able to interact with audience's opinions about sport celebrity's mission. Audience's behaviors will briefly respond evaluating sport celebrity's campaign progressive for child's outcome. Children are hint of result when they receive benefits. However, the research will illustrate demographic to view how ARM impacts audience's behavior? Therefore, audience's responsiveness will

motivate the research into enhancing appropriated organization campaigns that motivate Child Behavior.

To examine the objective of Andy Murray as a Unicef ambassador who performs ARM to engage with other campaigns such as animal protection, social health, and environment conservation.

This research is developed by Child Behavior that responds to ARM potentially. Digital Media reviews audience to widely observe contents, and it motivate audience to be previous information. We consider that Child Learning is caution which parents have expectation to gather knowledge for child improvement. We apply ARM with the research. ARM's case study is creating to respond Digital Social Learning and The Role Model's Persuasion. We are organized the research by Qualitative Approach, and it is suitable process to collect data essentially. The outline will format as In depth Interview and Focus Group to determine the research.

Also, interviews prove the most value of child purposes to compare with effective discussion in analyzing process. It emphasizes both genders responsiveness that develop suitable campaign for both genders. It emphasizes the strongest and weakest progressive results to show reaction that is responded by ARM.

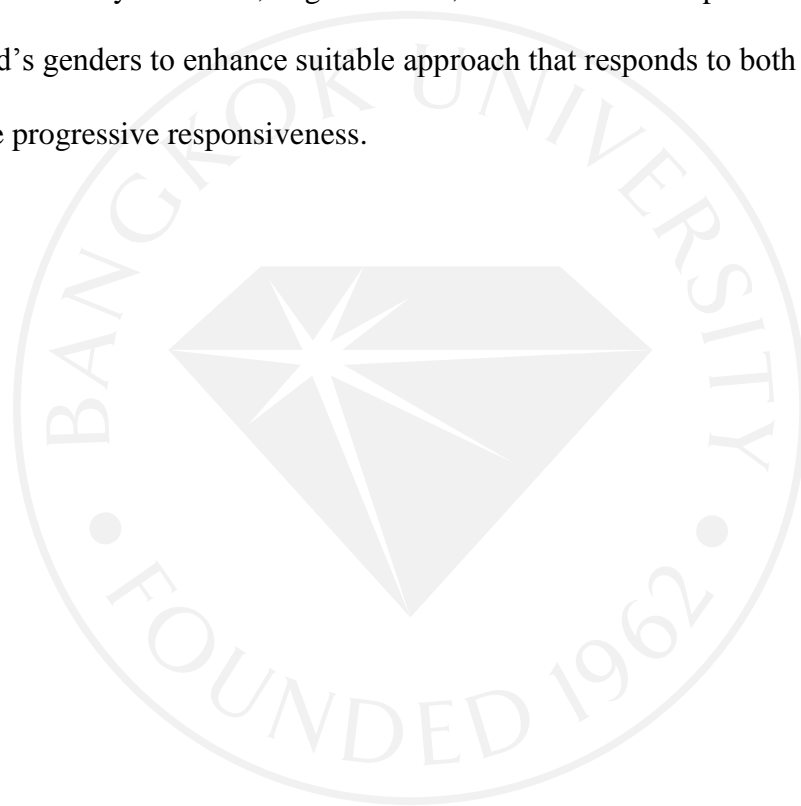
Proposals illustrate framework to be ARM Innovates Digital Social Interaction to Ignite children successful in Tennis.

For example, Andy Murray grew up with his mother who inspired him being talent as A RM. We currently consume digital media to achieve knowledge, and Tennis is the innovative sport



for children to perform talents. The definition will continue to test 48 participants that respond to Andy Murray as ARM though Digital Media and The evaluation will prove how children pay attention to their sport focus narrowly or widely.

However, Andy Murray is our experiment who is ARM. He is going to be content that we apply to evaluate Child Behavior. We have three consonances that prove positive progressive results. They are ARM, Digital Media, and Persuasion as professional. They will influences child's genders to enhance suitable approach that responds to both male and female positive progressive responsiveness.



## ACKNOWLEDGMENT

I would like to thank Dr. Boonlert Supadhiloke for his advice and support, and he has given me a lot of idea and figuration to organize this Independent Study. He provides good time to working on this Independent Study. We have had improvement of discussion to develop this Independent Study. Social Learning Theory is very important readers to understand that child behavior is necessary for readers to grow up with good condition especially children who have desire to be athlete in the future.

They have to corporate with media and campaign, and they apply themselves being A Role Model so on. This research motivates child increasing potential having good quality of Sport Celebrity. In the other hand, this research is classify Strength, weakness, genders, purposes for suitable positions that children will select campaign relevant to their identities. I am very thankful to share ideas with my professor to complete this research. Otherwise, sport is a circumstance that proves people abilities and good health. It reduces social conflict and crisis fund. It is a career of famous athlete around the world, and it gets people successful their talent and it is able to erase drug and support family relationship.

## TABLE OF CONTENTS

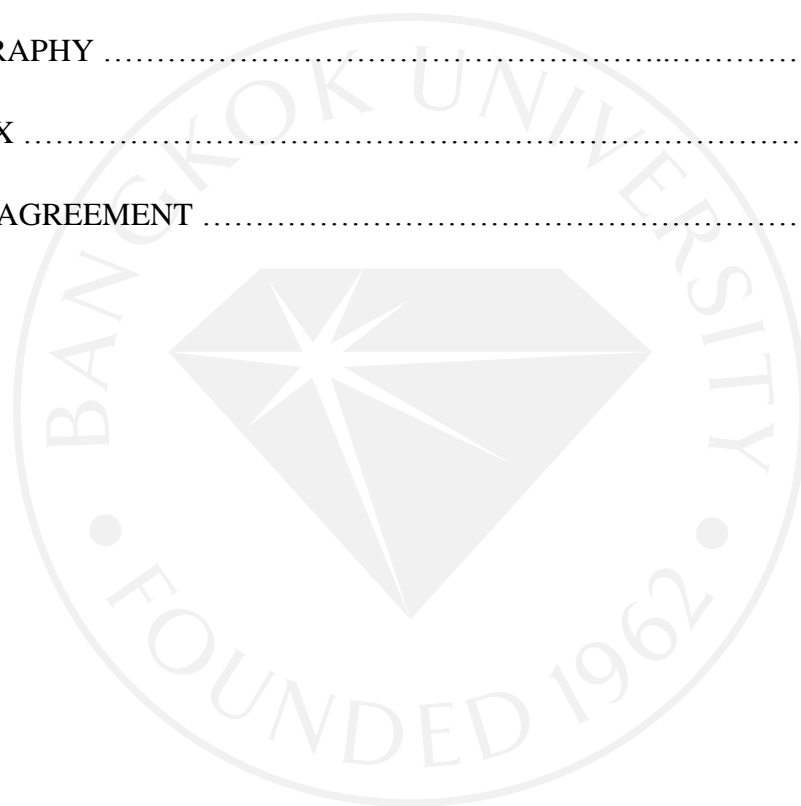
	Page
ABSTRACT .....	iv
ACKNOWLEDGMENT .....	ix
LIST OF TABLES .....	xiii
LIST OF FIGURES .....	xiv
CHAPTER 1: INTRODUCTION .....	15
1.1 Approving to child behavior in tennis society .....	15
1.2 Rationale and Problem statement .....	19
1.3 Objective of study .....	21
1.4 Scope of the study .....	23
1.5 Research Question .....	24
1.6 Significance of the Study .....	25
1.7 Definition of Terms .....	26
CHAPTER 2: LITERTURE REVIEW AND THEORY .....	29
2.1 Public Relation applies Social Learning Theory .....	29
2.2 Theoretical Orientation: Social Learning Theory .....	33
2.3 Sport Celebrity as A Role Model .....	35

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2: LITERTURE REVIEW AND THEORY (Continued)	
2.4 Theoretical Framework .....	40
CHAPTER 3: METHODOLOGY .....	43
3.1 Demonstrated Proposal to observing respondents by The Social Learning Theory .....	43
3.2 Population and Sample Selection .....	44
3.3 Observation.....	45
3.4 In depth Interview .....	48
3.5 Summary of Demographic Data .....	49
CHAPTER 4: RESULT OF THE STUDY .....	52
4.1 Case 1: Andy Murray as A Role Model in playing tennis .....	53
4.2.1 Case 2: Andy Murray as Unicef’s ambassador for Animal protection ...	58
4.2.2 Case 3: Andy Murray as Unicef’s ambassador for Public Health .....	62
4.2.3 Case 4: Andy Murray as Unicef’s ambassador for Environment Conservation .....	66
4.3 Findings of the Study .....	70
4.4 Results of the Hypothesis Testing .....	71
CHAPTER 5: CONCLUSION AND DISCUSSION .....	73
5.1 Conclusion of Andy Murray as a role model for Thai children .....	73

## TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: CONCLUSION AND DISCUSSION (Continued)	
5.2 Discussion of Andy Murray as a role model for Thai children .....	75
5.3 Recommendation for Further .....	77
BIBLIOGRAPHY .....	79
APPENDIX .....	82
LICENSE AGREEMENT .....	89



## LIST OF TABLES

	Page
Table 1.1: Level of learning by youth participants .....	55
Table 1.2: Summary of youth Learning process .....	56
Table 2.1: Respond by animal concernist .....	59
Table 2.2: Summary of youth concernist .....	61
Table 3.1: Public Health .....	63
Table 3.2: Summary of Public Health .....	64
Table 4.1: Environment .....	67
Table 4.2: Summary of youth's environment conservation .....	68

## LIST OF FIGURES

	Page
Figure 2.1: Bahaviourist Model (only study observable/external behaviour) .	38
Figure 2.2: Cognitive Model (can scientifically study internal behavior) .....	38
Figure 2.3: Aggression, Bodily symptoms, Self-anesthetization with drugs and alcohol, and constructive problem solving as responses .....	39
Figure 2.4: Theoretical Framework.....	42
Figure 4.1: A process of determining Child Behavior is converted by strength and weakness.....	72

## CHAPTER 1

### INTRODUCTION

#### 1.1 Approving to child behavior in tennis society

Inspiration is energy which it persuades children radiantly. It is a part of life to improve ability progressively. Every child has to approach basic to advanced level. They imagine their dream to embrace victory. Creativity is the vision that they use to offend over weakness, and it creates technic to change game to win over victory as innovative trick. Trick will be colorful rhythm for audience to entertain, and an opponent is challenging other to create risks for offensive in tennis. Tennis is an innovation sport that impresses people to learn. A process to improve tennis skill is adjusting to technology. There are tennis racquet companies that frequently produce new high technology tennis racquet for famous athlete. Tennis players have to contact with racquet everytime when they approach to ball. High technology tennis racquet is able to create diverse spins if it compares to low high technology tennis racquet which it is suitable to powerful tennis style. It has no the worst tennis racquet, and Tennis player has to consider tennis racquet that supports their game. Environment is a playground that is predominant tennis player. It has been developed by technology that is currently upgrading type of court surfaces such as grass, indoor, clay, and hard court. Organizations bring new high technology to maintain tennis court, and they provide high technology machine to create new tennis court. They can design



rhythm of surface to control ball bounce, and it is a process to create new tennis game. Tennis game requires using having technology to rule game such as challenges, and they use camera to check point. Technology accesses to tennis globally, and they have the purpose to improve game. It is the multi system that creates better society for tennis fan. It motivates organization to select high performance athlete who plays for an association. There are more than hundred thousand people around the world who play tennis, but there are top hundred tennis players who are able to innovate their talents against opponents on ATP's Tour. The top ten's rankings have been promoting their products, and they mostly trains their tennis to customers especially Childs and teenagers because they have passion to achieve tennis's champion once. According to ATP world Tour's website, James Buddell referred that "Few tennis media conferences have resonated like 'The parking lot press conference', held 25 years ago on 30 August 1988 a seminal moment in ATP history." ATP was founded in 1988, and it had Hamilton Jordan as CEO. He solved conflicts between Tennis's associations to be joined ATP such as ITF's programs (International Tennis Federation), so ITF will be able to organized Tennis player's ranking to qualify potential though ATP's conferences. Top ten ATP's players are incredible challengers who deserve positive supports from Tennis's fans. They play the rolls to promote their products and corporations though tennis's channel and it got them successful being Brand's ambassadors. There are more than millions of children who have no chance, and they have to live in war's countries. They are not able to achieve better's life eventhough they cannot figure out that tennis are fun and healthy for their lives. There are many corporations that support the world's crisis; United Nations Children's Fund

always enhances benefits for supporting poor's people around the world. United Nations Children's Fund website published that "The world score over a million view on Andy's Facebook.

In September 2015, spurred on by immigrant children and refugee crisis, it reminds him to show merit. Andy decided that for every ace he serves for the less of this year he will donate 50 UK pounds to United Nations Children's Fund work" Britain's number one tennis player, Andy Murray started attending United Nations Children's Fund (Unicef) in 2014. The Glasgow 2014 Commonwealth Games was the beginning place than United Nations Children's Fund and Andy Murray promoted social supporting programs. In 2015, Andy Murray appeared on series of comedy tennis sketches for United Nations Children UK's beat disease appeal. He performs to gain benefit for supporting outcome, and it will be solving world's conflict by United Nations Children's Fund though his best. Obviously, Andy Murray completes a gold medal tennis tournament in Rio de Janeiro 2016. Andy Murray potentially prepares themselves for complete the final round, and he offended Juan Martin Porto for three sets finished after exploring around to destroy him sweaty. He gathers second his second Olympic gold medals to back for England, and also he received applauded from his Dubbin Scotland.

According to United Nations Children's Fund website, United Nations Children was founded in 11 December 1946, the organization is shorten of United Nations Children's Fund, and the propose is to provide help for children around the world especially better living and danger protection. They enhance changes to find

donations from other organizations that are the strategic of them to reference sport celebrities who concern poor children, and they pursue kids as idol near future.

Emphasizing ARM being motivating child behavior, we find out that Andy Murray is a sport celebrity who adapt himself with female athletes essentially. His characteristic that get him proved his performance, and it increases his relationship with fans especially teenagers. Andy Murray referred that “Have I become a feminist? Well, if being a feminist is about fighting so that a woman is treated like a man then yes, I suppose I have. My upbringing means that I'm quite attuned to the whole thing. I came to tennis thanks to my mother. I always had a very close relationship with my grandmother”

He has learnt his tennis experience with his mother, and he appreciates his tennis behavior being involved with his grandmother and mother. He confirms woman has tolerance being feminists who make progress for family and it remains woman right to draw future.

Therefore, Healthcare organization has primary concern about directly contact to sport celebrities for promoting projects. Sport celebrities are being able to create abilities though network every single day, and it links to be updating performance during tournaments. The behaviors of sport celebrities are radian to access to audients who are realized that social worker are responsibilities not just super star's join, but everybody can safe children around the world.

## 1.2 Rationale and Problem statement

People cannot doubt where crisis will be locating, and it will ruin residents especially damaging areas. People are necessary to consume media for updating current situation, and urgent support to recovery. ARM is a one person which organization selects to participate with audiences on TV. They suggest audiences to be aware of accidents, and stays safety. There are beneficial details that is useful for audiences to learn, and it is corporations both producer and receiver though communication. Parents are target groups which they make decision to purchase products. We recognize that they are familiar with Sport Channel. It exists to their hobby and lifestyle, and the most attractive content is watching Sport Celebrity. They can imagine that their children can achieve goal in sport field. They are also able to succeed in communicator who recommends professional advice to audiences beneficially. Zooming up to crisis community and we will recognize their child situation.

Children involves crisis when wars occur around some dangerous countries, and it has to earn time to recover causes and effects. Children are the first groups that recently receive damages because they are suffering and having lack of opportunities, so Health Care's organizations have vision to distribute benefit to them such as moneys, drugs, foods, couth, shelters, and teamwork to support crisis communities where children live. United Nations Children's Fund is the one of organization that concerns children's problem the most.

According to United Nations Children's Fund official website view that “For every child in danger” for their slogan. Their projects have been providing supporting activities to access child’s crisis areas, so they decide selecting sport’s celebrities to join programs. They have mission that Sport Celebrities are able to pursue children to learn their experience especially sport’s skills, and Children can perceive their positive suggestions and benefit. We perceive that media distributes children both negative and positive, and learning is progression to gain experience though media content that contributes ARM to support community.

In the other hand, parent’s perception is involved with media. They recognize that

ARM is a transitional process that motivates them to achieve goal in the future. There is objectiveness that is motivating audience to believe in ARM. They are Child Behavior that is classified by male and female participants. We immediately focus observing

A RM’s approach and we recognize campaigns that motivate Child Behavior offensively in order to classify progressive groups. We are able to observe progression though both male and female, and it is a program that ARM convinces them especially creates impact. It is to differentiate motivating responsiveness.

In Addition, Media involves with world crisis sensitively. Tennis channel is a media that supports campaign to recovery crisis. Crisis approach to communities many problems such as animal, health, and environment. Organization decides to create management which they select Sport Celebrity to pursue customer about

campaign. Sport Celebrity is a circumstance that announces audience about solving problem in crisis areas. They cooperate with organization to provide support in crisis areas the best.

However, ARM is able to install children positive programs though their experience, help and impression. Children can perceive positive image to be applying for part of lives.

### 1.3 Objective of study

1. To analyze world tennis superstar Andy Murray as ARM for Thai youth in playing sport.

Sport program is the location that distributes audience good entertainment.

Tournament is motivated by tennis association who creates policy. Organization is cooperated to tennis tournament to create matches which It draws culture to event, and its inspiration is persuading children to improve skills. Their definition is to suggest parents to consider benefit of tennis.

Observing benefit for children to achieve goal is a parent's responsibility to acquire tangible knowledge for children. Media is a previous channel that audiences focus on. They select a suitable program for children to learn. ARM is a professional athlete who organization selects to promote brand. They have to convince audience product, and it supports organization to increase reputation. It is the progressive sustain that organization connects to media as environment. Parents have an intention

to perceive media for offering knowledge to children, and they have experiment to observe Child Behavior for evaluating young talents.

According to the research, we consider that Child Behavior is responded be ARM. We bring Andy Murray who is United Nations Children's Fund brand ambassador to questionnaire children. It will apply to ARM Theory for classifying child responses.

We apply Social Learning to be visible processes which it motivates proving our responsiveness.

A project of learning ARM is energized child by organization, and it is able to learn process of organization's mission though sport celebrity. It is the case that is able to perceive audience's opinions about sport celebrity's mission. Audience's behaviors will briefly respond to evaluate sport celebrity's campaign progressive for child's outcome. Children are the effectiveness of positive view when they receive benefits. Furthermore, the research will illustrate demographic to view how the role model impacts audience's behavior? Therefore, audience's responsiveness will dynamic the research into enhancing appropriated organization campaigns that motivate Child Behavior.

2. To analyze the application of Andy Murray as a United Nations Children's Fund ambassador who performs ARM to engage with other campaigns such as animal protection, social health, and environment conservation.

#### 1.4 Scope of the study

Media has never halted communicating, and the impressive contact that communicates with audience frequently which it is reliably media. We expect media will provide us essential knowledge that is useful for our lives. Tennis program is a famous sport that pursue audiences intension especially children. Sport program is substantial them to learn tennis potentially, and it is benefit which it boosts them to achieve goal in the future.

According to The research, we focus on tennis's fans that have passion of Andy Murray, and the case will be observing audience's responsiveness about ARM. Andy Murray is the potential selection for experiment. He does campaign, and it called supporting child in danger. I decide using Social Learning to support the research because learning social is the rule of life that human being earn new experience. ARM is a famous strategy that is attractive for organization to select brand's ambassadors, and it will convince receiver's positive benefit when receiver scope concerning service of organization. We will start illustrating proposal effectively, and we gather 48 participants for Analyzing process. Research Instrument is produced by Child Behavior, ARM, and Responsiveness. Instrument Pretest is evaluated by In Depth Interview, Group Discussion, and Analyzing Process. Data Collection Procedure divides into 2 parts which they are In Depth Interview and Group Discussion. In depth Interview is determined by genders and positive result. Group Discussion is produced by selecting most positive campaign and comparing to positive results. Summary of Demographic Data is a process to evaluate In Depth



Interview to Group Discussion for progressive result. Unfortunately, we will create relationship graphic of campaign that responds result, and it will be suggested by audiences before producing evaluation.

### 1.5 Research Question

The purpose of ARM's research will respond audiences to suggest opinions how they perceive child's protection of sport celebrity's convince? ARM provides benefit to child's organization, so mission will be creating projects to scarified both organization and children. There are reasons those are the purpose of mission, so we categorize four research questions why sport celebrity impact audience's opinion though Health Care's service?

Audiences are beneficial who support organization continually, so the research will prove positive outcome since evaluating audience's suggestion. We create four research questions to be relevant to role model's strategy though Health Care's service.

Four questions that are identified ARM being approaching participants by interviews:

What does United Nations Children's Fund video pursues children to perceive in ARM?

What do LBT's video have persuasion for children's inspiration?

What benefits are attractive children in World Wild Protection's video the most?

Why does Jaguar's advertisement create environmental image for kids?

However, they are element of collecting data. The process has to differentiate relationship demographic for analyzing result, and it will enhance to development because ARM is relevant to social learning.

### 1.6 Significant of the study

Children have positive images about ARM, and they receive persuasion from media. They are surrounding communication that is distributed by ARM. It is a process that they achieve goal effectively. For example, we select ARM Theory to determine data. It conducts attention, retention, reproduction, and motivation, and they prove reaction of participants for developing research.

In addition, Media is a circumstance that affects Child Behavior potentially. We observe expectations that involved with parents. It is visible to observe ARM which they receive though Media. ARM communicates to audiences officially especially share knowledge. We recognize that ARM will support campaign to pursue audience effectively, but it affects genders differently because male and female have dissimilar perspectives. They adjust to their suitable campaign potentially. We will focus on their responsiveness though campaign, and we will determine the progressive result that impacts the most. It is a process to gather effective procedures to prove the most and least about good characteristics that is suitable for children.

Therefore, we will classify progressive results for both the most and least. It emphasizes male and female's responses that will prove appropriate campaigns for children. It will potentially be processes to observe Child Behavior through campaigns that ARM convinces.

### 1.7 Definition of Terms

People always argue Healthcare service to support live?

Healthcare is the well-known topic which it supports crisis communities. Organization expands service for protecting children especially crisis communities and their potential is to providing opportunities for better live. They have to promote campaigns for donators to offer budgets even though sport celebrities are still both being supporting at the same time getting working for organization themselves. A research focuses on campaign that motivates Child Behavior, so we definitely evaluate development which it is relevant to sport celebrity which it influences both male and female dissimilarly. It will produce positive progressive results that are able to update social relationship. It will be demographic for completing the definition.

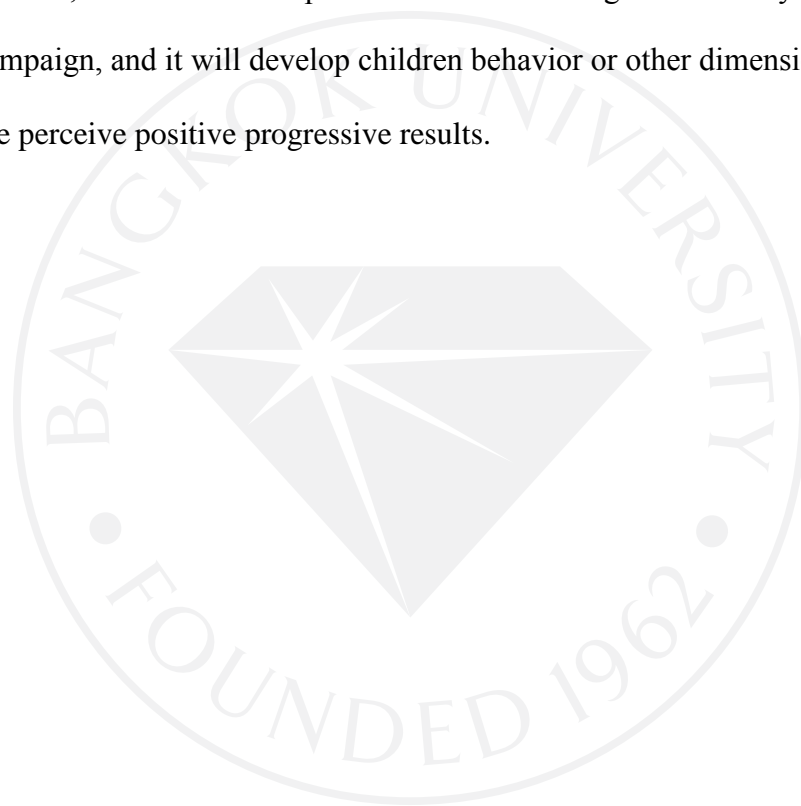
We define following terms that motivate a research to achieve positive progressive result through further application.

Following terms that emphasize definition of a research:

1. ARM is application that motivates children to respond positive result for a case study. We select Albert Bandura's Theory to analyze child behavior which it synergies campaigns to evaluate positive progressive results.
2. Thai youngster is our target to learn about their behavior that is interacting to media. We concern children they need to career to support family in the future.
3. Andy Murray is the best sport celebrity who United Nations Children's Fund selects to promote their charity. He has attended many tournaments and United Nations Children's Fund events. His work is contributed to media to promote to audiences especially children who are interested in Tennis.
4. Sport campaign is very important to the world; we select campaigns that are relevant to media. They need support to maintain their circumstance such as health, environment, and animal protection campaigns.
5. Media Exposure Theory is knowledge and satisfaction that we learn audience behavior though media. Joseph, Robertt and Lucida Davenport refer "media exposure. Ethnographic studies provide deep insights, but the results are sometimes too subjective and particularistic to duplicate. It is important to explore these issues with a variety of different methods to find "what" happens, but also to find or describe the "how" and "why." By triangulating (a concept from ethnography) across different forms of

evidence, we can see if consistent patterns emerge. Triangulation might give us a more valid sense of how people behave with media and why” Audiences have always been curious about why issues occur in circumstances and learn how to be improved by media that motivates audience behavior to practice, and participates content.

However, the research will prove child’s reactions get effected by A Role Model’s campaign, and it will develop children behavior or other dimensions in the way that we perceive positive progressive results.



## CHAPTER 2

### LITERATURE REVIEW AND THEORY

#### 2.1 Public Relation applies Social Learning Theory

Tennis is a sport program that cooperates with organizations to provide knowledge for audiences essentially. It dedicates communities to distribute benefit, and tennis media require Sport Celebrity to promote campaign. Organizations have to concern selected famous Sport Celebrity who is suitable to their organization.

Being a professional tennis player is tough to keep performing consistently for all season, and famous professional tennis players have to behave positive though media for fan's support. Tennis fans have opportunities to perceive tournaments every single month because they can access social media 24 hours to watch tennis program. Marshall McLuhan and Bruce R. Powers described that "Global Village" (p 71-72). Technology has globally urgent upgrading potential to provide customer's benefits, and internet users respond to share information because internet users adapt to technology integration. Internet provides benefit to tennis's fans who can view update watching tennis channel, and Association Tennis Players (ATP) create corporate responsibility's program to serve countries where caused disaster or crisis such as earth quark in Haiti. According to essential tennis's website reports that "It was Saturday morning, so the story goes, two days before the start of the Australian Open, Roger Federer had an idea to raise money for Haiti earthquake victims. He quickly

contacted friends and tournament organizers and they quickly got the word out so fans could attend this impromptu event.” Hit for Haiti’s program achieved 600,000 USD for event, and fan supported 200,000 USD to complete. Sport Celebrity has ability to do out work for social responsibility including supporting crisis’s victims. Andy Murray is the number one British tennis player and second ATP’s ranking, so he joined United Nations Children’s Fund to support children in Syria’s war crisis. Andy Murray state that “I remember watching the news last summer and deciding I wanted to do something to help some of the millions of children whose lives have turned upside down by the situation in Syria. It’s amazing that we’ve been able to raise so much, and I’m very grateful to my sponsors and fans for their help in this – I couldn’t have done it without them. I know how hard United Nations Children’s Fund is working to support these children and millions of others around the world and I’m proud to have been able to help.” Andy Murray creates tittle’s name to be Andy’s aces for United Nations Children's Fund, and he is motivated by being ARM who is the Tennis coach with exercise’s lessons on court YouTube video. It convincing audiences to realize work out for health, and they are be able to recognized United Nations Children's Fund as the best provider for supporting children. Andy still suggested United Nations Children's Fund is the hard working organization for supporting children. New York Times’s economist Milton Friedman explained that “do-gooding” as confirming nonprofit organizations service both sides charities and

supporting environment issues. In the other hand, he agreed that “The Social Responsibility of Business Is to increase Its Profits,” in which he declared: “what does it mean to say that ‘business’ has responsibilities? Only people can have responsibilities. A corporation is

artificial person and in this sense may have artificial responsibilities, but ‘businesses as a whole cannot be said to have responsibilities, even in this vague sense.’ Business itself is benefit, but organizations are considered producing program to return benefit back to customers by business. In addition, United Nations Children's Fund identity is building trust for supporter to join programs, so they are created image by using blue color as cleaning perception. It integrates harmony when ARM have been promoting with blue design, and it provides safeness to both receivers and supporter because United Nations Children's Fund has an Essential Corporate Communication Function to dynamic organization directly though progressive vision. For instance, Paul A. Argenti (2013) referred that “CEOs generally devote their time to communicating their company’s strategic plan, mission, operating initiatives, and community involvement both internally and externally.” It estimates that due to investors’ increasing benefit for companies to deliver short-term results. There are one-third of a CEO’s time, so they are able to cover markets and to communications with up to four dozen analysts and investors. Also, Arthur (2007) mentioned that “The Authentic Enterprise,” Arthur is team member of Page Society, and he is association of chief communications officers of

large corporations. He categorizes communications into three groups such as (1) new audiences, (2) new channel and new kinds of content, and (3) new measurements. It also asserts that corporate communications professionals today, so he perceives performance equally as the same as position. Thus, Weber (2005) states “great deal”. He agrees 77 percent of in-house communicator cite spending dynamic amount to integrate developing communication. In addition, James and Francis (2010) discuss “PR dominant” they explain



about 45 percent of companies are daily concerning about communication calendar when plan to perform. Furthermore, Robert (1992) say “plugged in” most of companies are currently integrating the corporate communication into the strategic planning function. Thus, Richard explained that “demand that there be PR professionals at the strategic planning table for new products and initiative” (p.55). Senior management happens the increasing number of CEO. Moreover, Cees referred that “Most central to corporate identity is the vision that encompasses the company’s core values, philosophies, standards and goals.” He explains that the vision is foundation of company’s background. David (2001) states that “high”. Tobacco Company has the updating vision to release new product, and they chose Altria which the meaning of high brought from Latin word altus. Businessweek’s website discusses “It suggests some lack of brand leadership. What you could end up with is a ‘bizzaro’ version of what they think their customer’ vision of the brins is” [www.businessweek](http://www.businessweek.com) (2007).

Therefore, successful organizations guarantee customer perceived strong vision, and they are developed campaign to convince customers benefit by integrated ideas until they prove that products are potential for customers before launching. It requires them to create norms for customer’s knowledge such as information, ingredient, process, and policy though PR suggests audience including package design, and this are processes to increasing brand’s royalty. Reputation is filled up foundation energy by PR though enhancing customer’s trust. Proposal to suggest customers to rely on PR, and it is to apply Social Learn Theory that is able engage customer and product to follow norm of communication. It is the process to support young generation to grow up in positive way of learning ARM.

## 2.2 Part 2: Theoretical orientation: Social learning Theory

Observation is learning process

ARM is energy reputation to increase audience's support, and its location is the potential to create norm that is able to access engagement. Reputation is the best guarantee how corporation successes in business, so United Nations Children is increased by ARM. It accesses to social group obviously through mass media that audiences consumes publicly. It is the positive absorb that continues audiences to

practice same programs, or they consume it for entertainment. Reputation is the most concern that corporations are be aware about mistake, so they prepare strategies to develop their brand's value. Paul (2013) state "Feeling". He verifies Bangkok's Oriental Hotel provide appreciating service for customers the most because of upgrading brand's reputation. He also compares to the hotel in the United States about the convenient services. Both hotels had precious reputation because they provided comfortable services, so facilities are surrounding customers for convenient services. The service is the first impression of organization's appearance, and it is verify successful reputation for customers to trust. Reputation is sufficient remarking organization for developing service and norm.

Though, reporters produce impressive performance to get customers believed in their corporation's reputation the most because they expect customer's trusting brand. Reputation is the progressive long term projects that dynamic corporation's project.

According to The Right Stuff's author, Matthew Boyle mentioned that "Best Place to Work" he suggests that CEO's ranking is important for companies, and it brings trust for

shareholders and employees. In sometime, CEOs have opportunities to support companies as PR. Also, Mary Jo Hatch and Majken Schultz (2001) discuss that “IBM means ‘I’ve been Misled.’ ” (p.163). PR is the announcers who guarantee quality of product, but IBM didn’t use PR’s strategy in early 1990. The concept of brand is potential computers itself if it compares to other fashionable brands. IBM is lack PR to prove abilities of products in the market, so it reduces their image.

In Addition, Dwane Hal Dean and Abhijit Biswas (2002) referred that “The Chemistry Is Right at Amoco.”(p.41-58). In 1998, Amoco Chemical Company produce the campaign called Amoco Help Make Coming Home a Little safer, so it changes the brand’s identity to be better environmental company. It brings success to company when customers believe in Ad’s campaign. Also, Independent (2001) explains that “[Burberry] had a disparate network of licensees marketing Burberry around globe. It wasn’t a coherent business. Each country was representing it own vision of Burberry. Demand slowed. The business needed a cleanup. The brand was over-exposed and over-distributed.” The online Magazine reports Burberry was expanding business globally such as United Sates, Korea, and Switzerland unlimited products. The license is representing local market thus global market, and it especially brings essential strategy of success.

In Addition, Association of National Advertiser’s website mentioned that “As has been seen in other marketing communication areas, corporate advertising managers are becoming more concerned with determining the Return-on-Investment

[ROI] of their efforts” ROI is the strategic plan to dynamic Investment, and it achieves royalty customers. Thus, Shelly (1999) referred that “The New York Times” (p.169-174). In 1999, The New York Time had upgraded their symbol logo with bull’s eye, so it pursues customers to recognize the toll-free number in the advertising. The company survives when the identity of New York Times transmits promoting in the advertising space.

Moreover, Charles (1996) explained that “in companies where reputation is valued, managers take great pains to build, sustain, and defend that reputation by following practices that (1) shape a unique identity and (2) project a coherent and consistent set of image to the public”(p.5-6) In the book Reputation, he confirms unique and image performances are progression of reputation. Furthermore, Philip (2002) states that “quick fix” Organization is supported by corporate advertising, and it is the process to increase reputation stronger. We hypothesize the reputation is high expectation for customers to perceive especially PR.

### 2.3 Sport Celebrity as A Role Model

#### Social Learning Theory

Children’s inspiration is the experience to develop their future behaviors. Children have passion to be talented, so they select activities such as sports, music, education, and etc. to join competitions. It challenges them to express themselves for creating their abilities, so it ignites them to be professional talent by ARM because Media impacts them every day. According to LTA British Tennis, Andy Murray reply to kid on YouTube that “I enjoy a lot of time with family.” He explained tennis brought him great experienced with family, on

tours, and travels. The interview produces before David Cup show on TV. The international match will convince many families perceive Athletes as guideline of success. Albert Bandura (1977) mentioned that “First, the child is more likely to attend to and imitate those people it perceives as similar to itself. Consequently, it is more likely to imitate behavior modeled by people of the same sex.” He supported children imitate model’s behavior especially people who are same sex. He also state that “Reinforcement can be external or internal and can be positive or negative, If a child wants approval from parents or peers, this approval is an external reinforcement, but feeling happy about being approved of is an internal reinforcement. A child will behave in a way which it believes will earn approval because it desires approval.” He agrees children evaluate reinforcement both negative and positive; they will achieve the goal that leads them to individual’s needs. He classifies level of Social Learning divvied into attention, retention, reproduction, and motivation.

There are four level of Social Learning created by Bandura:

1. Attention: the behavior has noticed to expose extension that is engaged to imitation by attention. Observation is the first impression focusing on search daily basis as not only noteworthy. Attention is influencing case study for behavior to start imitating others.
2. Retention: the process of preventing imitation referred requirement to notice behavior that is not always remembered. It is based on well behavior that is selecting to be performing after observing.

3. **Reproduction:** it is the performance that imitates the model, but there are limitations that encounter learner to confront with physical ability. It is not existing to reproduce the behavior the same as the model demonstrated, but it remains similarity.
4. The observer commit reward and punish that exposes consideration to development. If observer commits to reward, perceive costs behavior to imitate the model. It rejects unimportant if reinforcement is not responding observer to imitate the behavior.

They are four elements that encourages observer to learn the model, and it is able to estimate level of behavior whether it responds reward and punish.

David G. Myers explains that “push” It proves aggression based on instinct and frustration that is related to inner emotion, but “pulls” express aggression out as new behavior. He supports The Social Learning Theory that we perceive aggression to not consume by only experiencing, but observing create imitation to progress.

The adult attacks doll with mallet, kicks, and throws, saying, “Sock him the nose.... Knock him down.... Kick him.” After 10 minutes experiment, they take adult to a different room that is surrounded by many very attractive toys. But experiment got interrupted, saying they are her toy and she must “save them to other children.”

This experiment proves environment is important for children to learn behavior, and we reach to relationship process of external and internal behavior for observing

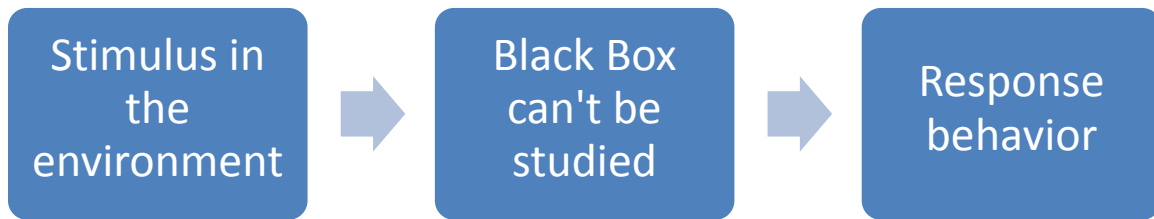


Figure 2.1: Behaviourist Model (only study observable/external behavior)

The external behavior hints environment is engaging observer and learning, but it is shrunk when observer is struck with Black Box cannot be studied. It is a temporary affect that is an external appearance though response behavior.

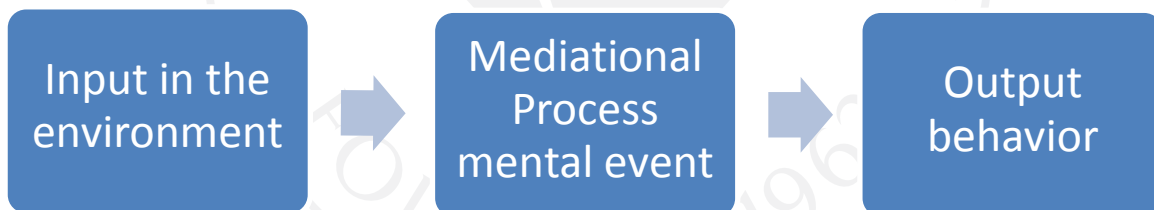


Figure 2.2: Cognitive Model (can scientifically study internal behavior)

In the other hand, observe is familiar with environment the same, but Mediation process mental event accept transiting to output behavior. It is visible perceive that cognitive permit behavior to learn media as internal admittance.

Moreover, David G. Myers refers that “macho”. He explains the social environment demonstrated models by The Subculture and Mass Media, and it creates better place for new generation. Also, “manly honor” the aggressive protection effects cultural descendants today, and its protecting behavior has resisted violence occurred especially The Subculture and Mass Media. He illustrates The Social Learning view of aggression.

It divided Aversive experiences and Rewards and costs that mainly combine transforming to Emotional arousal together with anticipated consequences in the second step, and it thirdly generates Dependency, Achievement, Withdrawal and resignation.

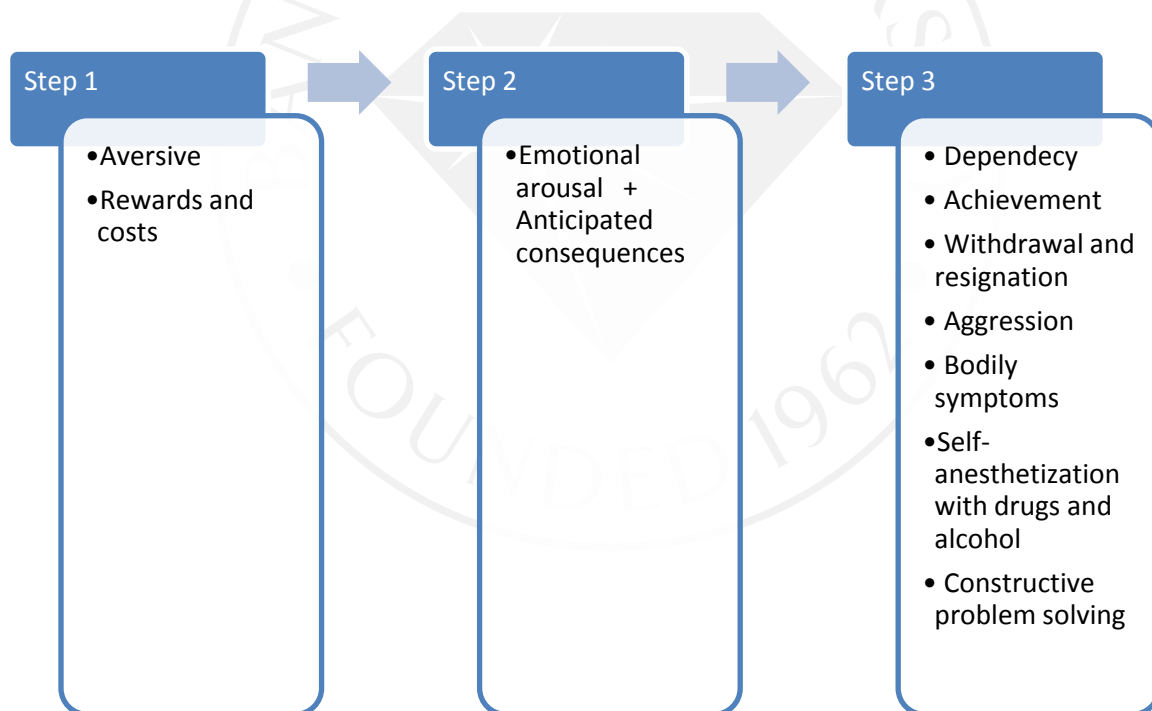


Figure 2.3: Aggression, Bodily symptoms, Self-anesthetization with drugs and alcohol, and constructive problem solving as responses.



Therefore, subculture and Mass Media have influenced observe to perceive content, and they interpret message into transforming mind to behavior emotionally. We found out that behavior is classified to be Dependency, Achievement, Withdrawal and resignation. Aggression, Bodily symptoms, Self-anesthetization with drugs and alcohol, and constructive problem solving as responses. They are synergetic by analyzing contents that are emotional arousal and anticipated consequences performed as combination. It officially acquires admittances before transiting into synergetic step, and those are Aversive experiences and Rewards and costs that are responded observer satisfaction negatively or positively. According to Banduran (1979) mention that “everyday life exposes us to aggressive models in the family, the subculture, and the mass media.”

He supports that human being exchanges intercultural background to other cultures while the mass media has ability to respond observers sustaining in society. It is truth that observe selects content though environment that is particular involved with subculture for background learning. As long as observer behaves in society, it is rapidly related to Mass Media. Mass Media has duty to behavior the same as observe. They observe content, and they distribute for better communication.

#### 2.4 Theoretical Framework

Tennis court is surrounded by lines that control game. We frequently recognize tennis player prepare footwork step to approach inside court for returning ball back. They move around line pattern to position ball though target for winning and recovery. They appear checking point sometime to negotiate benefit. They occur in tennis game, and it is the impressive content that shows audience idea to solve problem in tennis game, and d it is in

tennis channel. It is all behaviors that are creating a one tennis player character. It is a process to create athlete, and organization always offers design product that is trendy as similar to performance.

ARM is directly persuasion to communicate with audiences. Media content is useful to learn. It enhances Sport Celebrity to suggest messages that is essential for personal purposes. Organization selects appropriate Sport Celebrity to suggest programs as ARM that has efficiency to explain all questions. It draws atmosphere as sport guru to build children's sport characters including suggesting Tennis to young children. Social Learning Theory will be energized children to develop Tennis's programs by digital Media. Proposals illustrate framework to be ARM Innovates Digital Social Interaction to Ignite children successful in Tennis.

For example, Andy Murray has his mother to be inspiring his talent as ARM. We currently consume digital media to achieve knowledge, and Tennis is the innovative sport for children to perform talents. The definition will continue to test 48 participants that respond to Andy Murray as ARM though Digital Media and The evaluation will prove how children pay attention to their sport focus narrowly or widely.

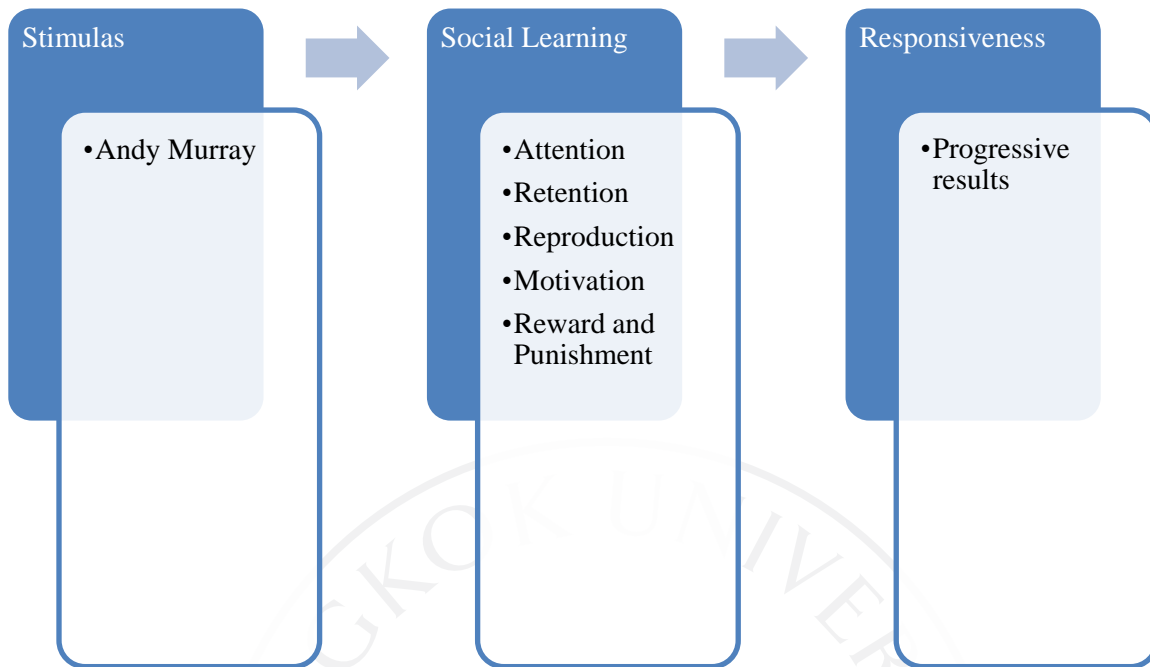


Figure 2.4: Theoretical Framework

Therefore, Andy Murray is our experiment who is ARM. He is going to be content that we apply to evaluate Child Behavior. We divide three consonances that prove positive progressive results. They are ARM, Digital Media, and Persuasion as professional. They will influences child's genders to enhance suitable approach that responds to both male and female positive progressive responses.

(Continued)

## CHAPTER 3

### METHODOLOGY

#### 3.1 Demonstrated Proposal to observing respondents by The Social Learning Theory

In Tennis game, racquet is used for player to find balance before rotating body to impact spot. Several racquets is also consistently producing to create spin of the ball. Weight and balance are evaluating design of racquet. A higher Head weight is producing heavy serve, but a lower head weight supports player to swing faster. These benefits get player designed game such as serve volley, aggressive, moon ball, all courts. They are strategies to gain points faster than opponent. Racquet is a weapon that tennis player cannot change weight or size because its design will caused style of player to not be able creating movement directly though contact so on. Racquet is innovating tennis player to draw game potentially.

Creativity is an imagination for children who spend time practicing tennis. They gain technician skill when imitate lesson it form media. They improve it, and they definitely create methods to develop tennis as same as ARM so on. ARM is impressive image that audience is perceived by inspiration. Children have imagination to draw their goal. They have their favorite Sport Celebrity who communication with them through media. Sport Celebrity approaches to audience though their high performance which it pursues them to continually perceive. This research is

developed by Child Behavior that responds to A Role Model potentially. Digital Media is influencing audience to widely observe contents, and it affects audience to be closer previous information. We consider that Child Learning is the most concern which parents have expectation to gather knowledge for child improvement. We select ARM Theory to apply with the research. ARM's case study is creating to respond Digital Social Learning and ARM's Persuasion. We are organized the research by Qualitative Approach, and it is suitable process to collect data essentially. The outline will format as In depth Interview and Focus Group to determine the research.

Therefore, interviews prove the most value of child purposes to compare with effective discussion as analyzing. It categorizes both genders responsiveness that supports suitable campaign for both genders. It emphasizes the strongest and weakest progressive results to show reaction that is responded by ARM.

### 3.2 Population and Sample Selection

Amount of applauds produce motion that inspires tennis players to be hunger in winning. Tennis player frequently observes environment around game. They always glance coach, and listen to their team signal about recovery. They mostly take advantage when fans applaud on their winning point. They use situation to create offensive pressure against opponent. In a bad situation, they use a strategy to find different offend. It pursues opponent

What do LBT's video have persuasion for children's inspiration?

What benefits are attractive children in World Wild Protection's video the most?

Why does Jaguar's advertisement create environmental image for kids?

These four YouTube videos will be applied Social Learn Theory to evaluate a case study.

In depth interview:

We will interview positive progressive result to explain about responds and behavior that is motivated by ARM

However, this research will prove that ARM is beneficial perception for children. They have abilities to pursue children for successful passion though digital media and organization. We observe responsiveness that children participate to depth interview and group discussion to prove suitable campaign which they are communicated by ARM.

### 3.3 Observation

Most of audience entertains watching trick shot in tennis. Trick shot is solving problem when tennis player are on crisis. It can break game, and it also takes over advantage. It produces creativity, and it remains challenging. Tennis player focuses on motivation to energy performance effectively. They prepare to conquer game, so they imagine tactic to get opponent struggle. They observe them salve to prove opponent ability until opponent make mistake on their game. It is a pattern to manage score before earning set. We can observe big match caused tennis player concentration more than practice so on. The smart tennis player is supposed to be predicting games, and they have to control emotion well to negotiate with

crisis. Most of fan perceives that their Sport Celebrity always creates possible. They can experience and appreciate game that Sport Celebrity performs in tennis.

Achieving experience is the most talented inspiration that children pay attention to focus on their improving. They have passion to select Sport Celebrity for learning. They are not only focusing on Sport Celebrity's performance, but they classify campaign that Sport Celebrity cooperates with. They spend the most time to learn positive lesson though media. Child perception has value to support this research. We classify both male and female to be testing on Child Behavior. An illustration of the research is controlled by Child Behavior, ARM, and Positive Progressive Responsiveness. They are combinational effectiveness that is motivated Child Behavior be ARM.

We select Social Learning Theory to evaluate the research. It conducts attention, retention, reproduction, and motivation to impact Child Behavior offensively. They are four type of reaction that child behave. It is a social learning process that is influencing Child Behavior though ARM.

Therefore, the purpose of A Model's persuasion formats ARM as a dependent variable and it is responded Children Behavior by ARM involved Digital Media as an independent variable for the progressive analyzing. We are going to explore Child Behavior that has Tennis as motivating scope, so the research will illustrate how children consider themselves to select campaign that are relevant to ARM. It is a progressive production to observe Positive Progressive Responsiveness that is applying ARM Theory to evaluate the research.

Good tennis player prefer to develop game effectively. They prepare themselves for hard practice to stay in high performance. They have to contact with coach and team to create training session that can improve their performance. Environment is important for the m to belief pain and feeling. They need camp and travel to nature place to build their confidence. It is a program to help them creating positive thought, and it will eliminate past failure that disturbs. It will replaced by positive routine that encourages them to motivate. They gain concentration to create idea adapted in game against opponent. They need to observe idea to generate technic, and it will apply to their serve, backhand, and forehand that will destroy opponent game potentially. Audience receives their progression that is showed on a big tournament. It will recommend professional serve, backhand, forehand that is created by Sport Celebrity.

According to a development of research, it shows how we install a format that generates diverse ideas for a purpose. We consider genders are attractive details which it reaches us to observe how different details occur in this research. We still provides efficiency amount of participants to determine their responding feedbacks. We gather 48 participants for this research, and it will split one observing group without campaigns to evaluate differences. The process of research will divide two type of evaluation, and ARM will classify three Group discussions to produce positive results before analyzing progressive summary. A non-campaign group is able to evaluate value of persuasion that responds to receivers narrowly or widely for the most dynamic result. In the other hand, campaign group will question respondents about progressive prospects for developing Positive Progressive Responsiveness.



However, we achieve four group discussions to categorize type of data. We select contents that ARM promotes to produce positive results for Evaluating Process. The research will show ability of ARM that directly responds to Child Behavior in Tennis. It will show effectiveness that applies both In depth interview and group discussion to evaluate Positive Progressive Responsiveness.

### 3.4 In depth Interview

Perceptions of children are dissimilar to focus on intension. We are on process to observe Child Behavior that it is approached by ARM Theory. It contents with attention, retention, reproduction and motivation those are reviewing impacts. Focusing on dividing data into four groups, and it is a process to evaluate the research.

First step, we observe In depth interview that is including genders, ages, and campaigns for evaluating Positive Result. We scope reflection that children explain approach for ARM. In depth Interview enhances motivated factors who are responded by ARM both male and female. Motivated factors are children who are motivating respond to ARM positively, and it will produce Positive Results.

Second step, we have group discussion to emphasize children who motivate perceiving campaign. They involved with campaigns, and they are Protect Animal, Social Health, and Protect Environment. They are factors to evaluate Positive Programs that are relevant to child's motivation.

Therefore, the evaluation of ARM case study will be dividing into Group Discussions to analyze a suitable outcome. The research has the first to be generated information to evaluate the most impact that is responded by motivation. The process will exhibit Receiver's Respond though answering information and giving opinions to be analyzing the most possible outcome such as generate gender, ages, and campaigns. The second, it is going to create positive questions that are able to develop result. The test will be determined non-campaign and campaign groups by comparing both the most and least responsiveness

### 3.5 Summary of Demographic Data

Earning experience is a process to learn potential behavior which children perceive media content to develop potential. Child Behavior is a child insight that they expect improvement. It requires ARM to energy their improvement, and media is a channel that shares knowledge in society.

Social Learning is the best Theory to select applying for Child Behavior, and data will be affected by persuasion such as attention, retention, reproduction, and motivation. They are motivating that will define reasons of Children's Reaction. We create Group Discussions to be analyzing the developing result.

Approaching to observe media's response has to differentiate ARM Theory out of campaign groups. It will be discussing how children believe in ARM until they respond to group discussion for evaluating progressive result. It is primary focusing on split both genders for testing. It applies with ARM Theory that is motivating Child Behavior as an

impact. We observe responsiveness that Child Behavior is creating Positive Results when they are affected by ARM Theory.

Categorizing other programs are potentially campaigns for group discussion that convinces audience to believe in ARM. The secondary perspective is requiring gather another 48 participants to test with three campaigns such as Protect Animal, Social Health, and Protect Environment. We will gather to Positive Programs that motivates children to behave similarly as ARM.

Therefore, evaluating part, we will conclude information by evaluating, and it will compare group discussions. We gather the strongest Positive Progressive Responsiveness to be explaining how children respond to campaign impressively. It estimates both male and female to prove their responsiveness.

In the other hand, we will focus on the weakest Positive Progressive Responsiveness to prove Child Behavior that creates motivating responsiveness supported other campaigns positively.

We will optimize effective responds that is relevant to motivate both male and female to select suitable campaigns potentially. Campaigns will be effectiveness that is impact to change Child Behavior. Children perceive themselves when they believe content that ARM convinces them.

In summary, the developing result is valuable source to conclude Child's Behavior though ARM and it will be beneficial process that inspires children to develop their talent and goal. The hypothesis is created to dynamic processes by ARM; we hopefully Group

Discussions will support the most developing result for the Beneficial Children  
Progressive campaign in the future.



## CHAPTER 4

### RESULT OF A STUDY

#### Observation Study

Tennis media inspires children to be athletes though ARM. ARM is officially distributing entertainment to audiences. Organization contributes to promote program and campaign. They have potential association to arrange tennis programs especially technology that is rule games, and also high technology broadcasting. It is a system to perform, but convincing process is a campaign to pursue donation or charity.

Organization mostly selects Sport Celebrity as ARM to promote campaign. They focus on current crisis that occurs in communities such as animal abuse, social health, and environment crisis. Sport Celebrity is their members who distribute beneficial messages to audiences. They have to explain damages, budget, and benefit that are able to recovery. Selecting Sport Celebrity is a progressive project, and it has to do research both side organization and customer. Good Sport Celebrity is a person who grows with brand progressively. Brand will get damaged if they change many Sport Celebrities frequently. They have to select person who has a similar character to product to increase reputation. Customer receives brand image rapidly especially Sport Celebrity because they are the first perception that mentions message. Customer has directly communication to media, and they are curious in mind about quality of product that is beneficial for the purpose. Sport Celebrity has to explain about

conflict, benefit, and solution to be able to prove quality of product. It is a reason that young audiences expect from Sport Celebrity the most because they are closed to technology, and they believe in truth media that sequences providing necessary for community. Unfortunately, a research will be using Andy Murray as examples to evaluate children behavior though ARM. ARM will be impact to children opinions after interviews.

We are hypothesized the research by evaluating male and female's responds, so it is the process to observe the most behavior's reflection. We divide participants, genders, ages, opinion, and impact as questionnaires to be testing. We focus on information that we gather for children, and it is illustrated by Table 1.

#### 4.1 Case 1: Andy Murray as A Role Model in playing tennis

Tennis media performs event globally especially entertaining audiences, but other media channel select Sport Celebrity to promote campaign to advertise audience concerned over worldwide such as wild animal and health. Organization officially has passion to create campaign, and it is activities to pursue audience positive support through charity, donation, and veteran which they reach to achieve benefit for crisis.

Creating campaign is a channel to increase reputation, and it is a positive method to provide beneficial information for audiences. Sport Celebrity has ability to engage with media, and they produce beneficial recommendation though campaign program. Children have an environment to be protected by parents. Parents have the most

concern to select media or activities for children to participate. Tennis media is the one channel that reviews ARM for children to achieve imagination. There are positive image about athletes promoting campaign to explain crisis that is involved people on environment. Sport Celebrity is able explain beneficial recommendation to audiences officially, and it will approach to verify positive messages that organization contributes campaign to provide benefit for solving crisis purpose. We categorize data into 3 sections, and the first prove how ARM influences children. The second view how ARM impacts children to respond A Protecting Animal's campaign negatively or positively. The third observes how ARM responds children to concern A Health program negatively or positively. However, we will observe three campaigns to define the most persuasion. ARM is relevant to child behavior, and we definite approaching to progressive results positively. Result connotes persuasion value that responds to children such as attention, retention, reproduction, and motivation. It will collect responses to verify reinforcement that will compare to other campaign

Table 1.1: Levels of learning by child participations

## Profile of child's Social Learning process

Participants	Sex	Ages	Level of Social Learning	Learning process
1	Female	10	3	Reproduction
2	Male	8	3	Reproduction
3	Male	12	2	Retention
4	Male	7	4	Motivation
5	Male	6	4	Motivation
6	Male	10	2	Retention
7	Male	11	4	Motivation
8	Female	7	3	Reproduction
9	Male	7	2	Retention
10	Male	6	4	Motivation
11	Female	7	3	Reproduction
12	Male	8	2	Retention

ARM is dynamic by four elements, and they are attention, retention, reproduction, and motivation. Children have opinion about ARM that encouragement



will categorize child attitude differently for meal. In the other hand, female data prove their responsiveness louder than male progressively.

For Instance, The research gathers male effectiveness such as view retention 44.4 %, reproduction 11.1% and motivation 44.4%, but the most female responsiveness is reproduction 100%. Therefore, male proposal is related to both negative and positive approaches because male has less tension to be focusing on ARM. In contrast, there is strong consistency on female proposal. Female emphasizes reproduction the most and it prove that female have positive imitation ARM more value than male. They have stable behavior louder than male, but male has an attempt to achieve motivation than female.

In addition, there are three male 75 % who supports persuasion positively, but it remains one male 25% as a punishment. However, male expects to develop characteristic, and they select ARM to be relevant than female. They respond to ARM to improve their performance.

Table: 1.2: Summary of child Social Learning process

Social Learning process	Amount	Percentage
Attention	0	0%
Retention	4	33.3%
Reproduction	4	33.3%
Motivation	4	33.3%
Total Amount	12	100%

### In depth Interview of the Observing

Enhancing tranquility applies observation to develop progression even though tennis is motivated by ARM. It has ability to pursue audiences to learn tennis. Tennis program is the technical assortment to approach children the most. ARM is encircling audience by media, it requires observing process to evaluate Child Behavior. We apply Social Learning Theory to be the proposal of observing.

According to Observing table, we receive Male as the most response. There are four male who motivate potential to desire the similar as ARM. They are two six year old children, and it remains one seven and eleven year old child. We scope to one eleven year old child to explain about Andy Murray video. He mentions that his friends are Andy Murray's fans. They suggest him to follow Andy Murray's tournaments. Andy Murray is his first impression when he started consuming Tennis channel. He would like to see Andy Murray moved around court to do the counter attack. He notices Andy Murray has attracting radars to prevent opponent such as lop, outside in shot, and wide serve. They are element tools that Andy Murray can open up court before returning winning shot. He also explains since he is a fan, it gets him to review Andy Murray's historical record. He can discuss with friends about experience that they can apply for improving game. It is the worth prepare before attending tournament. He mentions as eleven year old tennis player. He is necessary to have A RM who can recommend him to learn the world of tennis. He needs to improve new technic that is persistent developing him up to another level. He wants to find the way that tennis is always challenging to perform professionally, and it is a process to success in

tournament. He notices that other children are learned tennis by watching A RM, and they compare techniques those collect to produce individual foundations. Therefore, children have focus to achieve knowledge though watch ARM especially elementary level. Children are ten to fifteen year old who is going to be teenagers improved behavior absorbedly. They naturally observe environment, and they also create identity itself every time when they begin to watch media. They are able to be increased knowledge skill though program.

They consult with friends to share knowledge, and they are promptly attending coaching program. They are surveyed guidelines to open up new experiences by ARM.

They challenge to competition themselves, and motivation are persuasive that engages ARM to develop performance.

#### 4.2.1 Case 2: Andy Murray as Unicef's ambassador for Animal protection

Protecting wild animal is one mission that people respond to their responsibilities.

People concern environment the most and they expect living in clean pollution.

Creatures have voice to be explained environment by nature. They have louder screaming if they are in danger because lost number of wild animal is able to caused environment especially climate change. For example, organization launch campaign to persuade customer to donate money for maintain nature especially protecting wild animal. They focus on selecting Sport Celebrity who guarantees supports; it will be

transferred by campaign. We divide factors into male and female to observe progressive results that will relevant to ARM. Protect wild animal Campaign will affect male and female proposals to illustrate progressive results.

It will prove definition that the most or less effectiveness are relevant to which gender in order to find development of child behavior.

Table 2.1: Responded by animal concernists

Participants	Sex	Age	Level of Social Learning	Learning process
1	Male	10	3	Reproduction
2	Female	8	4	Motivation
3	Female	12	3	Reproduction
4	Male	7	2	Retention
5	Female	6	4	Motivation
6	Female	10	3	Reproduction
7	Male	11	2	Retention
8	Female	7	4	Motivation
9	Male	7	2	Retention
10	Female	6	4	Motivation
11	Male	7	4	Motivation
12	Female	8	2	Retention

Children have ARM to be person who can inspire them to achieve goal. Sport Celebrity has value to increase young athlete performance, and they suggest children to achieve future talent. They dominate messages that are able to describe ARM I, and environment is emphasized mission by campaign. Protect animal campaign is a program that distributes beneficial knowledge to concern environment. Children have expectation about Sport Celebrity obviously, and they engage themselves to follow ARM. We will demonstrate definition, and it divides two gender's recommendations those influence Protect Animal campaign. For example, the first is male group that reach retention (60%), reproduction (20%), and motivation (20%). It proves that children mostly have retention to observe ARM. They are weak approaching to behave similarly, and they continue to do the same practice. Second example, it gathers female data. It illustrates retention (14.28%), reproduction (28.56%), and motivation (57.12%). Female children respond retention weak, but it is improving on reproduction process. It is strongly supporting child behavior to motivate responding. However, Female has positive approach on motivation more than male. They are able to be sport athlete who concerns environment, but male respond to retention strongly. They just observe ARM to learn athlete profile.

Moreover, we observe four motivating female who has passion to protect animal campaign, but it weakly remains one motivating male. Continuously, one female denies, but three female respond to ARM frequently. The research supports female participants who have effective reward more than male for protect animal campaign.

Table: 2.2: Summary of child animal concernists

Social Learning process	Amount	Percentage
Attention	0	0%
Retention	4	33.3%
Reproduction	3	25.0%
Motivation	5	41.6%
Total Amount	12	100%

#### In depth interview

Animal is the perception of world. They increase number of member in wealth environment rapidly, but it converts effectiveness in crisis area. There are million animals which they are abused by human every single day. Animals is a once creature that estimates how wealth environment are. Sport channel is the meaningful speaker that convinces audience to correspond campaign to protect animals, and increasing number of species. ARM is the visible that encourages audiences to support animal's lives.

According to Andy Murray's YouTube video, we select wild animal protection's video to interview children. Video's insight has content about performing tennis supported animal every time. We receive the impressive interviewee that is able to support this research.

She is eight year old female who motivates Animal Concernist. She explains that she love watching Tennis channel with family. She knew Andy Murray when she brought tennis racquet in department store because Andy Murray's racquet has an innovative orange design.

She recognizes Andy Murray's picture, so she begins to keep watching him. His perform is the reason that she likes Andy Murray because he is not an aggressive tennis player. He is nature and creative. Since, she became Andy Murray's fan; she gains more confidence to learn tennis. She believe that the way to play good tennis. It is running around tennis court. She has a perception about animal that sport celebrity should support Animal Concernist campaign more because there are few athletes who attain campaign.

She said she like going to zoo, and she wants to see all kind of animal in there. She answers question about Zoo is supposed to be the place that animal live?

She agreed that she can learn new knowledge in zoo. Animals are friendly there.

We create question that where are any location for animal to live zoo or forest?

She said both. Zoo is a good place. Forest is a nature place for animals. Animal should live in forest because she can study animal on television.

However, animal shares benefit with environment. They engage with circumstance, and it protects world's pollution. We observe that female child is the most concern to attend Animal Concernist campaign. Female assist animal easier that male. They want to take care something alive, and also something that is able to respond them in positively. Animal is a one topic that describe female like having habit including protection.

#### 4.2.2 Case 3: Andy Murray as Unicef's ambassador for Public Health

Media has been announced audiences Health. It is a one topic that audiences concerns frequency. They distribute suggestion to audiences, and Social Health is officially a program

that Sport Celebrity convinces audience. They are suitable to be discussing health information because reputation is able to gain customer intention. They can increase belief when crisis occurs. They can suggest customer even that exist to campaign. It is hardly to differentiate which genders concern health the most. We observe the most effectiveness that children are selecting negative or positive though ARM.

Table 3.1: Public Health

Participants	Genders	Ages	Level of Learning	Response
1	Female	10	3	Reproduction
2	Male	8	4	Motivation
3	Male	12	2	Retention
4	Female	7	4	Motivation
5	Male	6	3	Reproduction
6	Female	10	4	Motivation
7	Female	11	3	Reproduction
8	Male	7	2	Retention
9	Female	7	4	Motivation
10	Male	6	3	Reproduction
11	Female	7	3	Reproduction
12	Female	8	3	Reproduction



Social Health is a program that ARM distributes information to audiences globally. Social Health impacts children potentially through attention, retention, reproduction, and motivation. We categorize both male and female how, and they respond Social Health differently. The most effective impacts are retention, reproduction, and motivation.

According to Social Health table, Male and Female respond to ARM increasingly. It illustrates female intension than male, and Female impacts reproduction and motivation the most. It reaches reproduction 57.14% and motivation 42.85%. Female .In Contrast, male proves both retention 40% and reproduction 40% equally, but it view motivation 20%. However, the research proves that female concern health when they receive message, and media is able to pursue them to behave as ARM, but perception of male is less approach to motivation process if it compare to both retention and reproduction. It means male focus on ARM other objects such as performance, advertisement, and interview more than health.

Furthermore, we gather three motivating female participants positively, but it has one motivating male negatively. Apparently, one female rejects continuing consume ARM. Therefore, female concerns Social Health campaign more than male. It proves positive reward effectively, and they believe ARM is suitable for them to learn progressively.

Table: 3.2: Summary of child Public Health

Social Learning process	Amount	Percentage
Attention	0	0%
Retention	2	16.6%

(Continued)

Reproduction	6	50.0%
Motivation	4	33.3%
Total Amount	12	100%

### In depth Interview

Health is the primary content that people concern the most, and it is the one topic which people forget to do exercises. People have task to work completely during office days, but it caused people stressful especially hard work. People always consume modernization from media. They expect to be successful in their career, and it also focuses on increasing income. This circumstance will get them involved competition.

People need spare time to manage lives. They have task to do for society, and they have personal things to serve themselves. Health is an emergency new to check body, and it guarantees quality of live. It supports people to consider preparing lives, and it is important for family.

According to Andy Murray's video, it describes Andy Murray is coaching English celebrity to practice tennis. He divides session to train them consistently, and he suggests being aware of malaria. People are react alert exercise, and they feel comfortable after exercise.

In Social Health's table, we reach 10 year old female who motivates ARM I. She likes Social Health's video. She said that video has health as good content for people to recognize. She got experience from video that good athlete has responsibility to suggest people about

benefit especially health. She said if she was an athlete, she would do Social Health campaign to distribute people information. She would like to have tennis camp to promote preventing disease especially middle ages people who hardly find time to do exercise. However, we perceive that 10 year old female has passion to communicate with audiences. She concerns about issue, and she decides to use communication to provide benefit. She recognizes environment and object on video that motivates her to learn ARM. She starts process to observe before learning content.

#### 4.2.3 Case 4: Andy Murray as Unicef's ambassador for Environment conservation

People are surrounded by environment, and environment gets them better lives. They concern effectiveness when they consume environment. Environment is the previous messages that people observe the most. Explorer achieves geographies knowledge to develop environment, and they gather messages for audiences to concern about environment though media. They have ability to update benefit for audiences, and they have to select ARM to pursue audiences. Organization has to officially observe suitable genders to be promoting campaign. They have to compare situation to be create program that is able to distribute benefit to audiences, and ARM is selected by consideration which it is determined by the research. It has to observe the most effectiveness who are appropriate to announce environment messages. We expect that environment campaign is motivating audience to concern environment effectively. However, we categorize four impacts that respond to participants such as attention, retention, reproduction, and motivation. They will be results that participants learn from ARM, and they are able to approve the research effectively.

Table 4.1: Environment conservation

Participants	Genders	Ages	Level of Learning	Response
1	Male	11	3	Reproduction
2	Male	8	4	Motivation
3	Male	12	2	Retention
4	Female	8	4	Motivation
5	Female	6	3	Reproduction
6	Female	10	4	Motivation
7	Female	11	3	Reproduction
8	Male	9	2	Motivation
9	Female	8	4	Motivation
10	Male	6	3	Reproduction
11	Male	7	3	Motivation
12	Female	7	3	Reproduction

Protect Animal is the campaign that organization is frequently developed by selecting ARM.

It has a purpose to gather person who is familiar with other cultures worldwide. We will recognize participants who respond to ARM, and we survey impact that involves with participant such as attention, retention, reproduction, and motivation. They are impact that affects Child Behavior to achieve passion when they learn behavior from ARM. We reach male impacts wildly, and they are retention 16.66%, reproduction 33.33%, and motivation

50%. It is positive results that prove male are weaker practicing on reproduction process. Whereas, female enhances more effective results narrowly if we compare to male. Female are stronger on reproduction process. Female are more likely to do practice rather than male when they receive ARM's content. It explains both equals on reproduction 50% and motivation 50%. Unfortunately, this survey emphasizes both positive motivating male and female, but it remains reproductive dissimilarities male weaker than female. We agree female are practitioner who recently practice after receive message. Male receives message at the first step, but they might not practice after respond to media.

In addition, we focus on reinforcement that will be able to prove child behavior rewarding or punishing. We receive both three motivations for male and female. Obviously, two male and one female reject, but it remains one male and two female who support ARM. It proves stronger support for female rather than male who believe ARM should be female athlete to do campaign.

Table: 4.2: Summary of child Environment conservation

Social Learning process	Amount	Percentage
Attention	0	0%
Retention	1	8.3%
Reproduction	5	41.6%
Motivation	3	25.0%
Total Amount	12	100%

## In depth Interview

Environment is a body of the world, and people always argue living clean area. People would like to select natural location for them as convenient shelter. Where the place is less pollution, it surrounds with trees. It is similar to Wimbledon grand slam, and it is locating in natural place. Management team wants to keep court traditional. They use glass court to be presenting Wimbledon city.

According to Andy Murray's video, he sits in Jaguar's car with chauffeur. The video is representing chauffeur who is a high class person, and he is trying to have personal conversation with Andy Murray. He asks him about personal questions to show familiarity while audiences perceive product. It has a good service, and he describes about function, inside, and outside to emphasize safety image for audiences. It is the strategy to increase reputation. We select female participant who is ten year old. She said the most impressive sense of video is an environment such as views and car body. It makes Jaguar relevant to Wimbledon Grand Slam. We ask her two questions about environment.

1. Do you agree natural environment will support young players to develop performance?

She agrees because it can increase sense, and it helps players to respond opponent's reaction.

2. Do you expect to train tennis in city or natural area?

She said natural area because it is not so loud. She can concentrate practicing.

However, we perceive that ten year old female is having good prepare to manage their practicing routine. She is also recognizing opponent's strategy when they are in competition. She expects good condition to develop practicing. She wants to observe natural to apply in life rather than technology.

#### 4.3 Findings of the Study

Children have opportunity to gain experience when they receive message though ARM. They observe media to develop their future goal. ARM is the essential installation for Children to learn, and it is an excellent example that affects Child Behavior progressively. We divide two type of topic to evaluate the research such as ARM 's impact and campaign, and we create four researches to determine progressive results. It is clearly able to explain to Children Behavior that is motivated by ARM. We can observe children's genders that illustrate both intension types. That proves profile of children who achieve goal similarly as ARM and campaigns. Children are able to be ARM in The future, so it is necessary to absorb experience for development.

According to the research, male has passion to be athlete in The future. They are motivating themselves to develop their performance continuously. We will compare ARM to other topics such as Protect Animal, Social Health, and Protect Environment campaign. In similarly, we will evaluate all campaign to enhance the most impact that potentially persuades children to believe in campaign performs. However, this research will reach to value of Child Behavior that verifies reader classification which it is motivated by The Role Model.

#### 4.4 Arranging Results

Child Behavior is a progression that researchers study how children develop their ability. We should to observe environment that influences children especially media. There are many topics that are important to community such as protecting animal, social health, and protecting environment. They are campaigns that organization selects to promote audiences impressively. It is a target to support communities especially recovery. It is able to reduce pain that suffers creatures. They create project that is suitable to ARM who have task to develop beneficial contents. It is messages that announce audiences both improving and benefit topic. It is a prize for children to learn experience from ARM.

Media is a one channel that parents is the trusting providing knowledge to children. There are several contents which media announce benefit to audiences that is opportunities to achieve success. Media is window that is produced by organization, and it can update information to audiences dairy. Tennis media is one of sport channel that serve audiences creative especially ARM. There are many Sport Celebrities who perform officially. They play for their sponsor. Their talents impress audiences, and it is an opportunity for children to learn their formats. Parents and Children have to recognize selecting positive ARM to be ideal. It is able to build creating Child Behavior stronger when they grow up; whereas, it ignite young talents to develop experience as ARM. It is an experiment that children adjust their behavior to ARM. It will be idea that children are able select to apply their identities. We have tension to learn motivation that influences children. A process of study Child Behavior is observed by ARM.



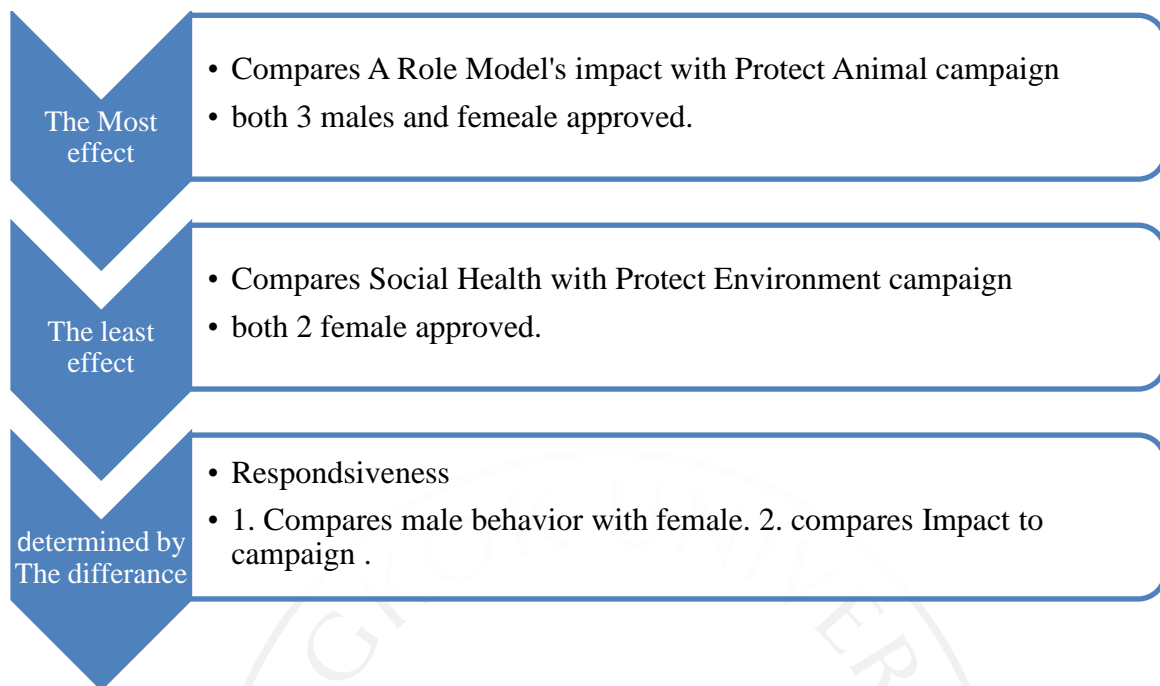


Figure 4.1 A process of determining Child Behavior is converted by strength and weakness.

However, we reach to layer of relation that is responded by ARM. We compare ARM's impact with Protect Animal campaign for The Most effect.

For The Least effect, it definitely compares Social Health with Protect Environment campaign. Determining process is to compare male behavior with female including impacting to campaign. These are process to differentiate the potential responsiveness that is suitable to be promoting on media.

## CHAPTER 5

### CONCLUSION AND DISCUSSION

#### 5.1 Conclusion of Andy Murray as a role model for Thai children

Media is an impressive transition that connects to the world. It frequently accesses all perception as library. Its task is to cooperate with organization in order to develop culture. Organization responds to create new media that engages sender and receiver for interchanging culture, benefit, and development. A new media is a content that involves with community and it influences investor and customer behavior when they exchange benefit. They communicate with announcer that organization trains to support customer. Announcer is a person who works for media to report current situation for receiver.

They suggest audiences messages though news, campaign, event, and advertisement to develop community. For Tennis media, organization support developing performance professionally. They bring high technology to produce film when they capture game.

Athlete is their member who supports organization quality. Organization selects athlete to promote their product, and customer believe professional athlete is ARM.

Reputation is the value that proves quality of ARM. There are several organization that hires famous athlete to communicate with customer because customer believe in

their performance that is relevant to characteristic especially behavior.

Most of customer adjusts themselves to ARM when they receive message from media. An impressive approach is behavior that The Role Model suggests audience improvement or examples. They are motivated audiences to develop skill by Customer Behavior.

In similarly, Children have sensitive absorption, and parents have to concern selecting knowledge for them especially skill, habit, health, and environment. They are circumstance that children learn to improve their talents. Child Behavior is a reaction that children respond when they receive knowledge from ARM. It is an effectiveness that motivates characteristic in order to improve Child Behavior. Perception is important for children to learn, and parents are observed children by respondent such as attention, retention, reproduction, and motivation. It is a process to select knowledge that is suitable for children to achieve goal. A process of absorbing ARM is related to their positive responsiveness that motivates them to develop knowledge effectively.

In summary, we observe positive progressive results to increases comprehension celebrity's ability what their responsibilities primarily do on media, and campaigns that they is a necessary promoting for organization. We study observe positive progressive results that prove behavior and gender potentially. We collect positive progressive result to apply with new technology and other Theories in the future.

## 5.2 Discussion of Andy Murray as a role model for Thai children

To review this case study, we categorize to three kinds of result. They are the most, least, differential effects. First, the most effectiveness proves both genders prefer to perceive adventure though ARM. It remains three male who have goal to achieve professional though ARM. It explains that ARM impacts them to behave the same as Sport Celebrity. This progressive result is equal to Protect Animal campaign that views three female respond to motivate them after watching ARM discusses a campaign. In contrast, the least effectiveness emphasizes both equal values for positive culture. Classification illustrates both 2 motivating female are persistent to imitate ARM after optimize both Social Health and Protect Environment campaign positively.

In addition, the different approach determines that female require campaign to motivate responsiveness to create value higher than male which it is approved by only adventure campaign except regular content though ARM. Male audience approaches to ARM programs both regular and campaign, but they only focus on sport content the most. Female audience has weaker responses for regular program, but they directly increase absorption ARM's campaign. They approximately engage ARM when they start campaign. They respond to positive culture progressively that exists human society as positive culture.

Comparison of Social Learning and Campaigns:

Analyze Social Learning process:

Andy Murray is motivated male more than female by ARM.

Analyze Animal protection, Public health, and Environment conservation campaigns.

Animal protection is motivated female to promote campaign more than male by ARM.

Public health is motivated female to promote campaign more than male by ARM.

Environment conservation is motivated female to promote campaign more than male by ARM.

Therefore, female respond to absorb culture through ARM all campaign programs progressively, and they require ARM to suggest campaign for their motivation. Male audience is not responding to any campaign program, but they directly respond to ARM regularly. The research proves that female is able to grow about to be Sport Celebrity who convince audiences to develop culture especially human society field rather than male because they have passion to learn communication professionally. Male audience has focus on performance that ARM message on media. It emphasizes that male is having progress to be Sport Celebrity, and male improves performing more than female especially doing campaign. It values male stronger than female because their responsiveness focuses only on adventure. We observe that the most three motivating male and female approach to adventure content, but the least 2 effects are relevant to both positive campaign that exists human society as positive culture.

In summary, A process of creating media requires organization for cooperation, and it is the first step to distribute audiences knowledgeable. Media is a

global network that exists to both audiences and organization. It obviously contributes organization to provide knowledge including information and entertainment. ARM is an impact of Child Behavior that serves both audience and organization. It proves that media require Social Learning Theory to motivate society, and it is developed contents by positive progressive behavior.

### 5.3 Recommendation for Further Application

The purpose of learning is to produce Sport Celebrity who is able to represent benefit to audiences through tennis program. We notice that The Social Learning Theory is the well-known application that has been using in the sport society especially Tennis. Tennis has coordinating with athletes to promote products which it has famous athlete to describe products. Tennis media has been used them to promote sponsors, and it definitely involves with consumers. Corporations have consideration to create campaigns distribute benefit to communities such as animal protection, public health, and environment conservation which they have mission to support communities. The purposes of mission have been led by Sport Celebrity who suggests consumers to trust in brand and campaign, and reputation is the reflection that consumer responds to brand. Sport Celebrity has to grow up with brand to represent familiarity that proves precious moment for consumer's perception. We have to develop experimental research to determine both gender male and female which it responds to The Social Learning Theory. We select campaigns to be estimating Child Behavior, and it is definitely the communication process to observe the progressive

results which they are proved advantage of Child Behavior by applying campaign.

When we enhance appropriate factors, we will explain the strength of gender those have ability to provide benefit to society for the purpose.

Therefore, we have attempted to notice that well-known sport celebrity is risen characteristic by cooperation organization who describes familiarity between athlete and product. At the same time, Sport Celebrity cooperates with society to create trust that is perceived by consumer, and it approves brand awareness to motivate straight for the future purpose.

In summary we are necessary to collect positive progressive result to media, and technology is factor that will change circumstance in both way capitalization and agriculture. We are necessary to use media to develop community and we require sport and organization to promote product. Sport is career that proves people ability to earn income to own and organization. There are new robots or machine that uses in capitalization and agriculture, but we still need sport celebrity to promote and use new technology. We are necessary to create Media Theory that applies to new technology in the future, and we still observe human behaviors that are surrounded by new technology. We need to organize appreciation, function and user that is motivated both human and new technology developed society by Social Learning Theory.

## BIBLIOGRAPHY

Andy Murray, Unicef UK Ambassador. (n.d.). *Unicef*. Retrieved from

<http://unicef.org.uk/UNICEFs-Work/Our-supporters/Celebrities/andy-murray/>

Argenti, A P. (2013). *Corporate Communication: Identity, Image, Reputation, and Corporate*

*Advertising* (6<sup>th</sup>., pp 71-72). 1221 Avenue of the Americas, New York, NY

10020. Association of Nation Advertisers. (1998) Retrieved from

[http://www.ana.net/news/1998/04\\_01\\_98.cfm](http://www.ana.net/news/1998/04_01_98.cfm).

Arthur W. Page Society. (2007, May 17). Relationships, Values

and the Evolution of Corporate Communication.. *The Authentic Enterprise*.

B, Shelly. (1999, May 24). *How Target Got Hot. Fortune*, (pp 169-174).

Business Week. (2007, September 11). AT&T Rebrands.Again. Retrieved from

[www.businessweek.com](http://www.businessweek.com).

Cope, N. (2001, June 6). *Stars and Stripes. Independent*.

Dean, Howey D., Biswas, A. (2002, January 1). An Advertising Cue Affecting Consumer

Prepurchase Evaluation of Goods. *Journal of Advertising: Third-Party*

*Organization Endorsement of Products*, (pp 41-58).



Fombrun, J .C. (1996). Realizing Value from the Corporate Image. *Reputation. Boston, United States: Harvard Business School Press*, (pp. 5-6).

Francois, A., Hebbani, A., & Rintel, S. (2013, November). *Facebook In The Univerity Workplace, (Australian University, Australia)*.

GAP Study. (n.d.) Annenberg School of Communication and Journalism. Retrieved from <http://annenberg.usc.edu/CentersandPrograms/ResearchCenters/SPRC/PrevGAP.aspx>.

Hatch, Jo M & Schultz, M. (2001, February). Are the Strategic Stars Aligned for your Corporate Brand?. *Harvard Business Review*.

Nemec, R. (1999, February 3). Communication World: PR or Advertising-Who's Top?. *Communication World*, (p. 55).

Joseph, S., Robert, L., & Lucida., D. (2015). *Cengage Learning* (9<sup>th</sup> ed.). Boston, MA., USA: Channel Center Street.

Kennedy, B R. (1992, March 5). *Letter from Union Carbide's CEO*.

Lazarus, D. (2001, December 5). Name Change Is an Exercise in Futility; So What's in a Name?: Lots of Spin. *San Francisco Chronicle*, (p B1)

Morris, P. (2002, April 25). Annual Meeting Draws Most Extensive Protest in Corporation's

History. PR Newswire. Retrieved from Online Lexis-Nexis Academic.

Murray Raises More Than 83,000 pound for Unicef. (2013). ATP World Tour. Retrieved

From <http://www.atpworldtour.com/en/news/andy-murray-raises-incredible-amount-for-unicef>

Oxford University. (2000). *Corporate Communication Orchestrated by a Sustainable Corporate Story*.

Maiken, S., Harth, J. M., & Larsen, H.,M. *The Expressive Organization* : Oxford, England, 163

Severin, J W., Tankard, Wood J Jr. Origin, Methods, and Uses in the Mass Media. Analysis of

Propaganda: First Theories of Decoding and Effects. *Communication Theories*, (5), 184-184

Simply Psychology. (2011). Bandura Social Learning. Retrieved from

<http://www.simplypsychology.org/bandura.html>

S, Weber, (2005, June 27). Corporate Survey 2005, PRWeek,

The Tour Born In A Parking Lot. (2013). ATP World Tour. Retrieved from

<http://www.atpworldtour.com/en/news/heritage-1988-parking-lot-press-conference-part-i>



APPENDIX

Question

A research question that is used to interviewed participant for developing the case study.

Participant's name

.....

Interview Question

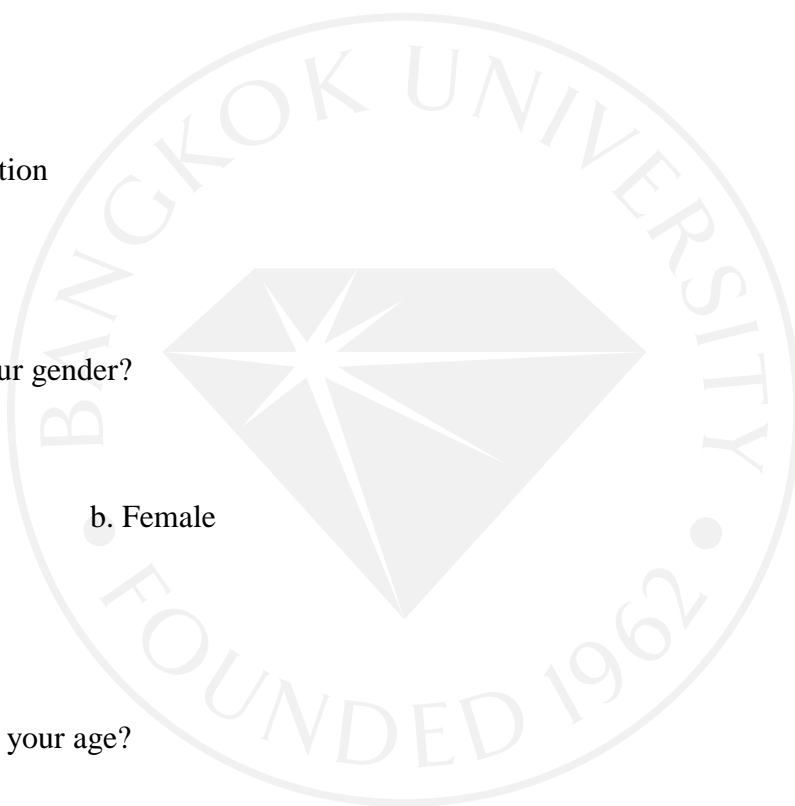
1. What is your gender?

a. Male

b. Female

2. How old is your age?

I am .....



3. Do you know Andy Murray?

- a. Yes                      b. No

4. How often do you watch TV?

- a. One a coupon week                      c. One a week  
b. more than three day per week                      d. everyday

5. Do you know United Nation Children's Fund (Unicef)?

- a. Yes                      b. No

6. In views of the Social Learning process in which stages do you think you have rated your learning skills. (you can mark more than one level)

- a. Attention                      c. Retention  
b. Reproduction                      d. Motivation

Participant's name

.....

### Survey Question

Perceiving Media though A Role Model.

7. Is it your Child Behavior changing after watching a video and what is the reason?

- a. Recognition
- b. b. Practicing
- c. Interesting to learn
- d. Improving

8. Do you want to be Sport Celebrity?

- a. Yes
- b. No

9. How often do you watch Tennis channel after watching Andy Murray?

- a. One a coupon week
- b. c. more than three day per week
- c. One a week
- d. everyday

10. What do you perceive Andy Murray on media?

- a. Tennis lesson
- b. good cooperation
- c. good trophy profile
- d. good behavior



Participant's name

.....

Survey Question

Perceiving Campaign though A Role Model.

1. What is your gender?

a. Male

b. Female

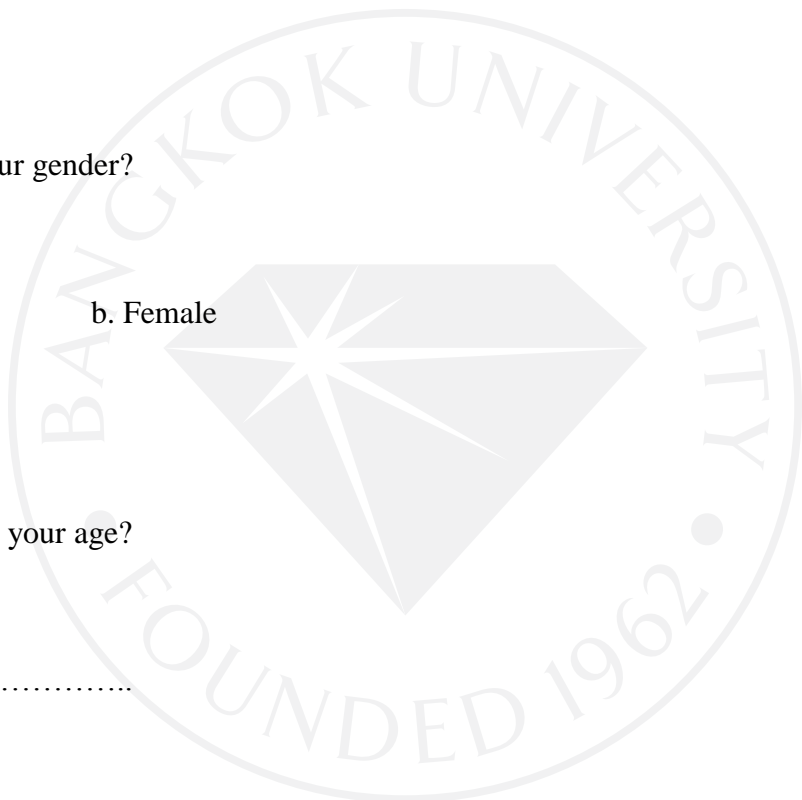
2. How old is your age?

I am .....

3. Do you think Andy Murray is important for campaign?

a. Yes

b. No





4. How often do you watch TV?

- c. One a coupon week
- c. One a week
- d. more than three day per week
- d. everyday

5. What is an attractive campaign?

- a. Protect Animal
- c. Social Health
- b. Protect Environment
- d. None

6. What is your responsiveness after watching Andy Murray's campaigns?

- a. Attention (recognition)
- c. Retention (learning)
- b. Reproduction (practicing)
- d. Motivation (imitating)

Participant's name

.....

### Survey Question

Perceiving Media though The Role Model.

7. What kind of responsiveness is affecting your campaign?

- c. Recognition
- d. b. Practicing
- c. Interesting to learn
- d. Improving

8. Do you want to be Sport Celebrity?

- b. Yes
- b. No

9. How often do you watch Tennis channel after watching Andy Murray?

- c. One a coupon week
- d. c. more than three day per week
- c. One a week
- d. everyday

10. What do you perceive Andy Murray on media?

- |                     |                        |
|---------------------|------------------------|
| c. Tennis lesson    | c. good trophy profile |
| d. good cooperation | d. good behavior       |



## BIODATA

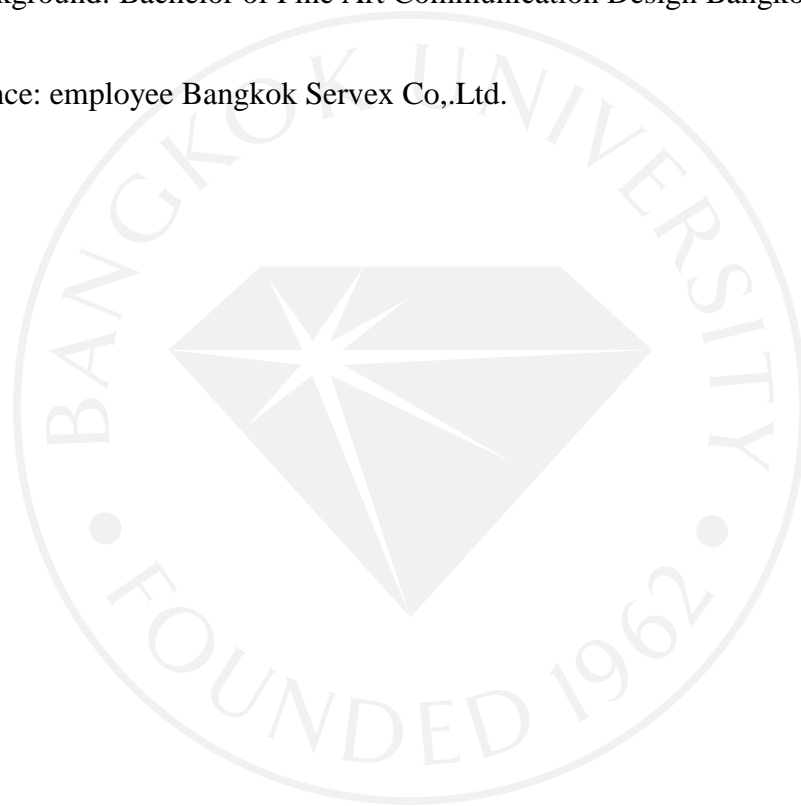
Name-Surname: Lerdsin Siripoon

Adress: Ramkhamheang 118 section 79 Sapansoong Sapansoong Bangkok 10240

E-mail: [lssiripoon@yahoo.com](mailto:lssiripoon@yahoo.com)

Education Background: Bachelor of Fine Art Communication Design Bangkok University

Work Experience: employee Bangkok Servex Co.,Ltd.



Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 27 Month 1 Year 2018

Mr./ Mrs./ Ms Leedsin Siripoon now living at 118 Ramkhamhaeng  
Soi 79 section Street Ramkhamhaeng  
Sub-district \_\_\_\_\_ District Sapan Song  
Province Bangkok Postal Code 10240 being a Bangkok  
University student, student ID \_\_\_\_\_

Degree level  Bachelor  Master  Doctorate

Program M.Com. Arts Department \_\_\_\_\_ - School Graduate School

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

Andy murray as a role model for Thai children

submitted in partial fulfillment of the requirement for M. Com. Arts of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

\_\_\_\_\_  
( [REDACTED] ) \_\_\_\_\_ Licensor

\_\_\_\_\_  
[REDACTED] \_\_\_\_\_ Licensee  
(Director, Library and Learning Center)

\_\_\_\_\_  
[REDACTED] \_\_\_\_\_ Witness  
(Dean, Graduate School)

\_\_\_\_\_  
[REDACTED] \_\_\_\_\_ Witness  
(Program Director)