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KEY WORD : CULTIVATION /NATIONALISM /NEWSPAPER

APIRADEE CHAROENTHANSAKUL : CULTIVATION OF NATIONALISM THROUGH  
NEWSPAPERS DURING THE REIGN OF KING VAJIRAVUDH AND PRIME MINISTER  
PIBULSONGKRAM'S GOVERNMENT. ADVISOR : PROF. SUKANYA SUDBANTHAD.

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This study aims to find out, compare and explain about objective and guideline of cultivating nationalism through newspapers, including analyzing the role, duties and method of cultivating nationalism of newspapers in the reign of King Vajiravudh and Prime Minister Pibulsongkram's Government by studying the substance that reflects the idea and philosophy of cultivating nationalism of all the 12 newspapers selected as group samples.

It was found that newspapers, both in the reign of King Vajiravudh and Prime Minister Pibulsongkram's Government were utilized as tool in cultivating nationalism. Prime Minister Pibulsongkram adopted guideline of cultivating nationalism of King Vajiravudh but used it with different wordings in political, economical and social environments, which, as a result, nationalism cultivating became different. While King Vajiravudh emphasized Nationalism cultivation on Nation, Religion and King, Prime Minister Pibulsongkram stressed it on State, Military soldiers, Leader and Culture.

However, various ideas for nationalism cultivating that were put together, were presented in the same characteristic; that is the emphasis on power of the King, and of the Leader, and stability of the army which represents that – important factor of constructing the Nation is the emphasis on the importance of the warriors, which we can simply say that although the ideas are differently expressed, or cultivation of Nationalism are differently conducted, in every era, it contains the fact that all of them have the same desire which is the desire for importance of status quo of the society.

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