

3971730828 : MAJOR MASS COMMUNICATION
KEY WORD:

SANPSIRI VIRYASIRI / THAI TV NEWS COVERAGE

WIROJ PRAKOBPHIBUL : WORK'S AND THOUGHTS OF SANPSIRI VIRYASIRI ON THAI TV NEWS
COVERAGE. THESIS ADVISOR : ASSOC. PROF. KANJANA KAEWTHEP, Ph.D. 261 pp.

ISBN 974-331-522-5.

This research aims to study the life and work of Sanpsiri Viryasiri who is well recognized as a pioneer in Thai TV news coverage between 1920-1976. It also aims at studying the interrelation between economic and social conditions in Thailand on the one hand and the mass media on the other, as well as to explore the contribution of Mr. Sanpsiri to local TV news coverage. The study is based on 3 sets of theories, the first study of biography, the second of news reports and its reporter, the third on a study of the role of individual in mass media organization.

Sanpsiri's entry in to TV news circle was mainly on three factors : the first was his nature as a news searcher, news provider and news reporter. The second was his basic skill in good command both Thai and English language as well as his skill and expertise in photograph and information gathering. The third was his strong determination and intention to become a good TV news reporter. Sanpsiri's stature as a TV news journalist came from his competence and talent, specifically his high educational background, good command of English, enthusiasm and writing skill. The other is his expertise particularly personality that could fit on TV screen and other relation skill. For his career philosophy, Sanpsiri said that news represents the dignity of mass media. Therefore, news presentation should be based on fact, free of the journalist's personal interpretation and opinion. News presentation should also be neutral to allow the audience to make their own judgment.

The development of Sanpsiri's work could be divided into 3 stages, the first 1955-1957, when he was head of news department and announcement of Thai TV company Ltd. which required personal talent and competence to overcome difficulties and problems in the early of country's TV news business, the second between 1979-1971 when he was head of TV Ch.3 of Bangkok entertainment company Ltd. which gave him an acceptable limit of working independently but still was obstructed under private news company condition. The last stage 1975-1976 when he was manager Thai TV company Ltd., which he could pull his knowledge and expertise in mass communication to develop and upgrade Thai TV news coverage. However, he could not avoid the impact of political uprising.

The study also found that Sanpsiri's pioneer of Thailand Mass communication development was based on his well understanding in his work on ability to blend all the different type of media in to news masterpiece for animation used and in movies, advertisement, the used of radio telecommunication and broadcast etc.

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