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CHAINARONG BOONRIT ; NIDHI AEUSRIVONGSE'S CRITICAL VIEWPOINTS IN
MATICHON WEEKLY MAGAZINE ON POLITICS, ECONOMICS AND SOCIO – CULTURES.
THESIS ADVISOR ; WILASINEE PHIPHITKUL, Ph.D., 420 pp. ISBN : 974-03-1160-1

The objective of this research is to study Nidhi Aeusrivongse's critical viewpoints on political, economic and socio – cultural issues which were expressed in his articles in the 'Nidhi Aeusrivongse' column in Matichon Weekly Magazine. The selected articles were published during August 1993 to December 2001, totally 413 articles.

This research employed qualitative and quantitative approaches. This research applied the concepts of 5 leading thinkers of Thailand for its analytical framework, as well as four theories of the press, the concepts of the social roles of mass media, the concept of communication for strengthening community, the ethics of mass communicators and data collected from interviews and discussion.

This research found that 62.4 per cent of the articles mostly concerned with socio – culture which the main theme is about education, Buddhism, value, art & cultures and so on. The next is 26.63 per cent of the articles covered politics which are the criticism of politicians, bureaucracy, democracy and so on. Only 10.90 per cent of the articles referred to economics mostly dealt with capitalism, tourism in Thailand, Thai economic crisis and so on.

As communicator, one of his most outstanding roles is presenting his sharp critical viewpoints. The contents had also proposed various fields of knowledge which are systematically related. This is a method of contributing knowledge to readers rather than they gain from in-school education. In addition, his articles reflected his responsibility to the society.