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KEY WORD: THAI PRESS FREEDOM / ETHIC / KUKRIT PRAMOT

SOMKEIT RUNGRUANGVIRIYA : KUKRIT PRAMOT' S VIEWPOINTS
ON THE THAI PRESS FREEDOM AND ETHIC. THESIS ADVISOR :
PROF. SUKANYA SUDBANTAD. 320 pp. ISBN 974-635-796-4

As a nation's leading politician and journalist, Kukrit Pramote is viewed in this research on the issue of Thai Press Freedom and Ethic.

The researcher found that Kukrit was more open-minded than other politicians who usually have negative view towards the press. Although chapter 17 of the Military Junta's order concerning the law of press which strictly ruled out since Marshall Sarit Dhanarat's era had not been cancelled during Kukrit premiereship, Thai press still enjoyed high freedom of not being controlled or censored. At the same time, as a journalist, Kukrit did not perform any movement in demanding for the freedom of the press. As a pragmatist not an idealist, Kukrit had his own way to write sarcastically rather than confronting directly against the government.

Kukrit's role and viewpoint concerning the freedom and ethic of Thai press as "No Control, No Claim" as well as being flexible at all times are reflecting his own characteristic of being loyalty to the royal family, being an entrepreneur who understood the core of doing business of the press, being a temperamental artist, being a satirist in checking the government, being an outstanding leader in relationship with government leaders, being an excellent situation analyst, and his being as a pragmatist.

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