

3970816028 : MAJOR MASS COMMUNICATION

KEY WORD: POLITICAL ECONOMY/F.M./RADIO BROADCASTING

NAMMON PROMPIEUM : THE POLITICAL ECONOMY OF F.M. RADIO BROADCASTING

(1987-1996). THESIS ADVISOR : ASSOC. PROF. KANJANA KAEWTHEP, Ph.D. 122 pp.

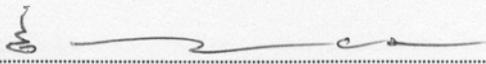
ISBN 974-332-480-1.

The objectives of the research are to study economic performance and market structure of Bangkok F.M. radio broadcasting during 1987 –1996. Also this research will consider trend of concentration happening in the industry by applying the concentration ratio as an analytical framework.

The research finds that, in terms of ownership form, all Bangkok F.M. radio stations have been owned by state agencies since the beginning. Although private companies are allowed to participate in broadcasting by renting airtime or seeking concession in some stations, the government still has the ownership of the stations until present.

Thailand's economic boom and the access to the concession by private companies in some radio stations in 1991 are main factors led to fierce competition among major program-producing companies in the industry. This causes the concentration and monopoly by a few media business groups such as Media Plus, A-Time Media, U & I Corporation, Pacific Corporation, and Broadcasting Network Thailand (BNT).

ภาควิชา การสื่อสารมวลชน.....

ลายมือชื่อนิสิต 

สาขาวิชา การสื่อสารมวลชน.....

ลายมือชื่ออาจารย์ที่ปรึกษา 

ปีการศึกษา 2541.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....