

Piyagoon Panyo 2550: Factors Affecting Roles of Agricultural News Reporters in News Reporting through The Farm Radio Broadcasting Station, AM 1386 Khz. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Pichai Tongdeelert, Ph.D. 193 pages.

The objectives of this research were 1) to study the fundamental information factors and role of agricultural news reporters; 2) to point out the environmental factors of agricultural news reporters in news reporting at the Farm Radio Broadcasting Station, AM 1386 Khz.; 3) to identify the problems that were found and suggest the recommendations which related to the broadcasted process of agricultural news reporters and the relations between the environmental factors and the role of agricultural news reporters in agricultural broadcasting through the Farm Radio Station, AM 1386 Khz.

The sample of the study consisted of 100 reporters from 56 provinces. This research employed questionnaires as a research method. The data were mainly analyzed based on statistical techniques by chi-square program.

The research results revealed that 63% of agricultural news reporters were male whose average ages were 42.63. They graduated in Bachelor Degree and worked for the government in level 6th. Their official work periods average at 17.88. Furthermore, they had work experiences and were trained in news writing courses. The basic qualification of reporters was catching up news from television and had their own camera as useful equipment for reporting. However, most of reporters haven't got a prize that related to their work fields and the most founded problem was no policy to support about purchasing new equipments.

According to the hypothesis test, there is no relation between sex, age, position governmental work period, equipments and the role of agricultural news reporter of the Farm Radio Station. On the other hand, experience of training, openness to the news and working motivation were related to the reporters' role at the statistically significant level of 0.5.

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