

The objective of this study is to understand the kinds of labeling created in the dialy newspaper and its duty and influence over the society and the individual.

The qualitative research method is uses in this study to analize the contents in Thai Rath Newspaper and also the data from interviewing the people concerning. Semiological analysis is used in this study to find out the concept of the labeling. Labeling theory and the idea about mass communication and individual status is used to consider labeling creating.

The result from the study is that the newspaper give labeling to the main and vast objective group which are the individuals and also the objective groups, objects and animals, by creating the labeling from the particular character of the newspapers and the performance of the objects become to the news. The labeling is communicated from private ideas of the persons who give the labeling by passing the comparison language that gives the significance of meaning both direct and indirect symbols or letters as the media of communication. Thus, the understanding of signs needs the conceptual idea of the persons who give the labeling and also the context of the news in the culture of those persons and the readers. The maintainance of each labeling depends on the content in the news, the role of the persens or things given the labeling to and the duration of the news.

The impact of the labeling on the society and the indeividuals can be summarized that the newspapers cause the impact concerning the moral of the newspaper. The duty of the newspapers is to protect the people in the society, to keep the proper behavior under the social norm, and to expose nonproper behavior to the society. Besides these the newspapers influence the individuals by increasing or decreasing personal status. Each person recieves the labeling from the newspapers by two ways, willingly accepting and rejecting with resistance.