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NATESAI MANEECHOTE : LABELING IN SPORT NEWS AND PROGRAMMES IN
MASS MEDIA. THESIS ADVISOR : ASSOC. PROF. SIRICHAIR SIRIKAYA, Ph. D., 102 pp.
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The objectives of this study are to understand how labeling is presented in sport news and programmes in mass media.

The qualitative research method is used to analyze the language in sport contents in Television, Radio and Newspaper and also data from interviewing people concerning. Semiology and Representation theory is used to study signification of labeling. Idea about labeling in newspaper is used to explain for what and how labeling is used by mass media.

The result from the study is that individuals, groups, sport organizations, countries or places and events are labelled in sport news and programmes. Labeling, consisting mostly of particular character or performance of persons or objects, implies conceptual ideas, imagination, positive and negative attitude, and also relationship with sources, of persons who give labeling.

Labeling is used differently in Television, Radio, and Newspaper, depending on skill of language use, kinds of sport, context, forms of content, types of media, and media's nature.