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STUDY / DOCUMENT RESEARCH

VILAIVAN ROONGRUANGRATANA : THAI MASS MEDIA STUDIES BY FOREIGN
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This is a document research on Thai studies in mass media by foreign researchers. The study focuses on how the foreign researchers applied approach and methodology, including what they found in their study. Data collected from 39 documents, dated from 1955 to 1999, were analysed in 13 categories: sources, objectives of the study, period of study, type of work, media studied, approach, methodology, area and people involved in the study, features compared in the study, suggestions in the study, non-media features treated in the study, and findings.

Data were divided into 2 groups according to the chronological development of mass communication theories. The first group dealt with research conducted during the 1950s and 1960s, mostly from those of the US government organisations for political purposes under the cold war. The second group, on the other hand, comprised research papers and journal articles conducted by scholars for academic purposes, which appeared in different forms of study. The development of Thai mass media studies corresponds to the chronological development of mass communication theories. The first-group documents are mainly survey research, which employed short-term impact approach, while the second ones employed 9 approaches: short-term impact, attitude change, structural-functionalism, agenda-setting, frame analysis, social construction of reality, British cultural study, cultivation effects, political-economy, and a historical approach. Methodologies applied to the second-group documents were in either quantitative or qualitative paradigms, or both. And issues were shifted from political stances to cultural perspectives ever since.

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