

VILAI CHATRAKUL NA AYUDHAYA : THAI DAILY NEWSPAPERS
AND AGENDA SETTING FUNCTIONS. THESIS ADVISER : ASSISTANT
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The purpose of this study is to analyze news presentations on various topics by the Thai Rath, Daily News, Matichon, and Siam Rath during the period running from October 1 to December 31, 1990 (92 issues of each daily were content analyzed). The analyses were undertaken by comparing news frequencies and news spaces devoted to each topic by these four dailies, and by correlating the significance of news topics as shown by the dailies and as perceived by 200 newspaper readers purposively selected from Pathumwan District area.

The results of the study indicated that the presentations of news topics by each daily were significantly correlated (the computed ϕ yielded values ranging from 0.53 to 0.90), but the significance of news topics shown by the dailies were not significantly correlated to that perceived by the newspaper readers (the computed ϕ yielded values of 0.17 for news spaces and 0.42 for news frequencies). This study, therefore, did not support the notion that newspapers set important agenda for the public.