

KEY WORD: DAILY NEWSPAPERS/ POLITICAL CONTENT REPORTING/ 1990 BANGKOK GOVERNOR ELECTION

SUKANDA WORAPUNPONG: THE DAILY NEWSPAPERS AND POLITICAL CONTENT REPORTING: A CASE STUDY OF 1990 BANGKOK GOVERNOR ELECTION.

THESIS ADVISOR: ASSO.PROF.SATIEN CHEYPRATUB, Ph.D. 230 pp.

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The purpose of this study was to examine the relationship between Thai daily newspapers and political groups in the 1990 Bangkok Governor Election reporting. The method of content analysis was used by means of frequencies tallying, space measure and the direction of content concerning five candidates from news, pictures and articles printed in seven daily newspapers during the period of 14 November 1989 - 7 January 1990.

In analysing their contents, the seven newspapers were categorized into two groups: the definitely-related newspapers with political groups and the definitely-unrelated newspapers with political groups. Chi-square, one-way ANOVA, and Z-test were employed to analyze the data at .05 level.

The results showed that:

1. The definitely-related newspapers with political groups presented more frequencies and space about Maj.Gen.Chamlong Srimuang than the candidates related to the newspapers. But the direction of contents about Maj.Gen.Chamlong was mostly negative. The Daily Mirror also presented its candidate in positive manner. No difference was found in the case of The Ban Muang.

2. The definitely-unrelated newspapers with political groups put more emphasis in terms of frequencies and space on Maj.Gen.Chamlong than other candidates. The direction of contents given to Maj.Gen.Chamlong was positive rather than reportorial. For other candidates, the direction of contents was reportorial rather than negative. But there was no difference between reportorial and positive direction.

In brief, all newspapers tended to be biased--either attacking or supporting certain candidates.