

NARONG KHAMWIJIT : THAI DAILY NEWSPAPERS AND THE PRESENTATION OF ENVIRONMENTAL INFORMATION IN BANGKOK COMMUNITY : A CONTENT ANALYSIS AND A SURVEY OF TEACHERS OPINION IN BANGKOK METROPOLIS.
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The purposes of this study were of twofold: (1) To analyze the presentation of environmental information in Bangkok community in six Thai daily newspapers: Siamrat and Matichon representing "quality newspapers," Thairat and Daily News representing "quantity newspapers," Naewna and Banmuang representing "semi-quality and semi-quantity newspapers." The environmental contents were divided into nine categories: water pollution, air and noise pollution, refuse, land subsidence, inundation and drainage system, water supply, transportation, crowded communities and green areas. Two hundred and sixteen issues of the above six newspapers were randomly selected between 1988-1990. Environmental contents, forms, frequencies, space and trend of presentation were indicators employed to content analyze the newspapers. (2) To survey secondary school teachers' opinions concerning environmental contents, and their use of these contents for classroom instruction. Content analysis table and questionnaire were research tools used in this regard.

The results of the study showed that transportation congestion was the environmental content most frequently reported by all six newspapers. Siamrat devoted more space to this kind of content than any other newspapers, while Daily News was the most frequently reported newspaper on environmental matters. News format was the most popular form of environmental presentation. Environmental matters were more frequently reported in 1990 than the two previous years, but the amount of newspaper space devoted to these matters was not significantly different from that of 1989.

The results of the survey reflected the following teachers' opinions: (1) Thai daily newspapers played a medium role in presenting environmental information in Bangkok community. (2) Compared to other newspapers, Matichon devoted more space to environmental matters. (3) Transportation issues were most frequently reported by the newspapers. (4) Newspapers used simple and understandable language. (5) News format should be used to present environmental information. (6) Environmental information reported in the newspapers was occasionally used for classroom instruction by the teachers. (7) Daily newspapers helped students understand environmental problems. Therefore, they should devote more space to these matters.

The result of one-way analysis of variance showed that there was no statistically significant difference at 0.05 level in the amount of space devoted to environmental information among quality newspapers, quantity newspapers and semi-quality and semi-quantity newspapers. The result of Spearman rank correlation indicated that teachers' opinions on environmental contents were positively related to the rank ordering of newspaper roles in presenting environmental information ($p=0.71$), and to the rank ordering of nine categories of environmental contents ($p=0.82$).