

## **ABSTRACT**

**Thesis Title** : The Headline Language of Political News in the Thai Press :  
The Case Study of Thai Rath, Daily News, and Matichon  
Dailies

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**Degree Sought** : Master of Arts

**Major** : Political Science

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The attempt of this research is to understand the headline language of political news in the major newspapers in Thailand. The selected group of newspapers was Thai Rath, Daily News, and Matichon Dailies. The main hypothesis of this research was that the use of headline languages tended to be overloaded with personal opinion of the newspaper's editors. Sometimes it exaggerated the real content of the news. To find out whether or not this hypothesis was true, a method of content analysis was employed and a sample of headlines on political news was selected. Besides, a group of sampled respondents, which consisted mainly of a sample of general public and those who were in the newspaper circle, was asked to assess the use of language in the selected headlines.

The result of this research turned out to support our main hypothesis and the attitude expressed in the headlines tended to be negative. This included the negative attitude toward economic, political, and culture aspects.