

ABSTRACT

Thesis Title : Television of Thailand Channel 11 and The Transition to
Autonomous Public Organization
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Degree Sought : Master of Arts
Major : Political Science
Academic Year : 1999
Advisory Committee :

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The objectives of this research are to study the transition of government office to Autonomous Public Organization. Three aspects were emphasized in this study : (1) the situation and problems of Public Service Broadcasting in foreign countries and in Thailand with the focus on the Television of Thailand Channel 11 (2) the necessity to transform and revolutionize TV Channel 11 into Autonomous Public Organization. (3) the opinions of Channel 11's personnels with regard to such transformation

This research used both quantitative and qualitative data . Qualitative data comprised of documents and interview given by the key informants who were involved with Channel 11, namely, policy makers, executive, outside personnel who worked with Channel 11, and university academic personnel. Quantitative data were taken from sample groups comprising the staff of Channel 11 in Bangkok, government officials and employees with the sample size of 245 persons.

Questionnaires were used to collect information from these people with variables comprising background information :- job status, positional levels (only for government officials), age, duration of working with Channel 11, family status, and education level. The researcher had set hypotheses that these variables were related to attitudes and opinions about the transition from Channel 11 to autonomous Public Organization. Hypotheses were then tested by Chi-square statistics.

Results from the research showed that the bureaucratic management of Channel 11 was not appropriate for Channel 11. It should be changed to a new form of Autonomous Public Organization, which is more flexible in performing the task of public service broadcasting. Staff would perform their duties effectively in order to achieve efficiency. Results from the research also indicated that job status, positional level (for government officials), age, duration of work, family status and education levels have significant relations to attitudes and opinions towards the plan of transformation.