

C850029 :
: MAJOR
KEY WORD: : TIMES / SOURCE OF NEWS / SITUATION / HORSERACE / SUBSTANCE

JOURNALISM

BENJAWAN LERTKHUANKHAN : THE DAILY NEWSPAPER'S COVERAGE OF THE BANGKOK METROPOLITAN GOVERNOR'S ELECTION : HORSERACE OR SUBSTANCE . THESIS
ADVISOR : PROF. SUGUNYA SUDBANTUD . 232 pp. ISBN 974-637-204-1

This study examined trend and quantity of the Bangkok metropolitan Governer' s Election news coverage which appear in Thai Daily newspaper. Thairat and Siamrat were the samples of Thal Daily newspaper because these two newspaper have been printed for a long time and have covered within the First Bangkok Metropolitan Governor's Election in the year of 1975 to the Fifth Bangkok Metropolitan Governor's Election in the year of 1996

The objective of this research was : a.To analyse trend of election 's news coverage in Thairat and Siamrat ; Horserace or Substance by using Thematic analysis as the Unit of Analysis b. To know the quantity of election's news in Thairat and Siamrat by using Basic space unit [BSU] as the Unit of Enumeration. In this study 626 newspapers were collected .The 1-5 Bangkok Metropolitan Governor's Election news and columns were studied. In each election ,news coverage was divided into three period ; scenario,standard and benchmark. Descriptive statistics were used to analyse the data.Researcher used descriptive statistics to analyse the situation.

The findings can be summerized as follows; a. Thairat and Siamrat presented election 's news coverage in the same way: Horserace coverage appears more than substance coverage. The time variable has an impact in presenting the election 's news coverage. In addition , it is found that two variables ;source of news and the situation of each election have influence to horserace coverage and substance coverage in the same ways.

ภาควิชาวารสารสนเทศ
สาขาวิชาการหนังสือพิมพ์
ปีการศึกษา2540

ลายมือชื่อนิสิต BENJAWAN LERTKHUANKHAN
ลายมือชื่ออาจารย์ที่ปรึกษา
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม