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KEY WORD:

KITTISAK RERKTAVEESUK : THE ROLE OF NEWSPAPERS IN POLITICAL
SOCIALIZATION OF THE THAI PEOPLE : A CASE STUDY OF THE
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The objective of the thesis is to study the role of newspapers as a mass media in the general election on September 13, 1992 by assuming that newspapers should be served as a tool disseminating political knowledge to the people. The qualitative survey and contents analysis are used in the study. The newspapers under the study are those distributed from June 30, 1992 to September 13, 1992. They can be divided into two groups. The first is the popular newspapers and the latter is the quality newspapers.

The study finds that the two groups of the newspapers play an important role as an agent of political socialization by increasing the political knowledge of the people. They emphasize the role in presenting the election news equally. Such topics of the news are the activities of political parties, members of parliament, violent incidents and cheating in the elections etc. The newspapers play an important role in persuading the people to vote for the member of parliament candidates or the political parties which opposed General Suchinda Kraprayoon's government.

ภาควิชา การปกครอง.....
สาขาวิชา การปกครอง.....
ปีการศึกษา 2539.....

ลายมือชื่อนิติ.....
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....