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PANNARAY PITUKPONG : A CONTENT ANALYSIS ON CHILD ABUSE NEWS COVERAGE IN
FRONT-PAGE OF THAI DAILY NEWSPAPERS. THESIS ADVISOR : ASSO. PROF. UBOLWAN
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The purpose of this study is to analyze the news concerning child abuse appearing in three Thai newspapers, namely, Thai Rath, Daily News and Khaw Sod in 1996. The analysis focuses on the content and its presentation. The content includes the language used, the source of the news, the whereabouts of the incidents, the basic characteristics of the child population, and the pictures of the incidents presented by the newspapers.

In terms of its presentation, the focal point is on the headline and the news composition. Research methodology is content analysis.

It is found that the newspapers mainly present news stories about sexual abuse while news pictures are about social problems.

Most of the headlines presented by the newspapers give facts. The general composition of the news presented can be divided into four features :

1. An Emotion
2. A Consequence
3. A Proximity
4. An Immediacy

The source of the news is mostly from an individual. Most of the incidents take place in Bangkok.

Females aged up to six years old are sexually abused most. And those who come from poor families are abused most. The newspapers present pictures of abused female children most.

ภาควิชา.....การประชาสัมพันธ์
สาขาวิชา.....นิเทศศาสตร์พัฒนาการ
ปีการศึกษา.....2540

ลายมือชื่อนิสิต.....
ลายมือชื่ออาจารย์ที่ปรึกษา.....
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....