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KEY WORD:

GENERAL CHAMLONG SRIMUANG / IMAGE

KITTIWAN PHUNGBANGKADEE : AN ANALYSIS OF THE ROLES OF DAILY NEWSPAPERS IN
PORTRAYING THE IMAGE OF GENERAL CHAMLONG SRIMUANG DURING THE YEARS 1980-
1996.THESES ADVISOR : PROF.SUKANYA SUDBANTHAD. 330 pp.ISBN 974-637-217-3.

The major objective of this research is to know the detailed information portraying the image of General Chamlong Srimuang in daily newspapers during different time period and situations. We have set up 2 topics for this analysis which are (1) The daily newspapers reported the information about the image of General Chamlong Srimuang in different time period. (2) Several environment factors (political situations, social condition, religious issues, his relationship with the public and the economic condition) in each period which affected the process of portraying the image of General Chamlong Srimuang through the daily newspapers.

The research result indicated that (1) In the 1-3,6, Thai Rath reported more information about General Chamlong than Matichon. In the 4 and 7 period, Matichon proposed more information about General Chamlong to the public than Thai Rath did. However, both Thai Rath and Matichon reported an equal amount of information to the public. (2) Total space in the 1,3-4 and 6-7 was in accordance to the pattern of reports except the information in period 2 and 3. (3) When we consider each issue, we found out that from the 1 period to the 7 period, both Thai Rath and Matichon emphasized on reporting the political issues. (4) Words or phases which expressed the characteristics of General Chamlong indicates that in the 1 period to the 7 period, the overall image of General Chamlong was expressed in the positive direction than in the negative one. The news reporter called his nickname from his strict religious practice such as "Great Chamlong", "Single Meal Sword", etc. (5) Image of General Chamlong through the opinion of news reporters indicated that both Thai Rath and Matichon proposed the least amount of negative image of General Chamlong to the public in the 1 period to the 4 period. Additionally, the media and the public welcomed and supported Gen. Chamlong because of the difference in his behavior from other political leaders. In the 5 period, the news reporters proposed the highest amount of impartial information to the public because it was in the period of "May Protestation Day". The negative or positive information for readers would create damage for the country and the public. Thus, most of the news reporters were more careful in disseminating the sensitive information to the public. In the 6 and 7 period, these newspapers issued the least amount of positive information to the public because his behavior after "May Protestation Day" was contradict to what he had behaved before. The public were confused and were not sure whether General Chamlong was a good politician.

According to the interview from the assistant editor, chief of news reporters and columnists, both Thai Rath and Matichon have similar selection and reporting procedures. Thai Rath emphasized on reporting the news which are in public's interest while Matichon reported the critical situation to the public. Thus, we are able to conclude that the research result was in accordance to the previous assumptions (1) The newspapers reported about detailed information of General Chamlong Srimuang's image in different time period. (2) The environmental condition in each period affects the process of portraying the image of General Chamlong Srimuang.

ภาควิชา วารสารและ
สาขาวิชา การหนังสือพิมพ์
ปีการศึกษา 2540

ลายมือชื่อนิสิต
ลายมือชื่ออาจารย์ที่ปรึกษา
ลายมือชื่ออาจารย์ที่ปรึกษาร่วม