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KEY WORD: EXPECTATION / MEDIA PROFESSIONAL / POLITICIAN / UNIVERSITY PROFESSOR / POLITICAL NEWS ON TELEVISION / MEDIA PERFORMANCE
SUNUNTA KAOWAIYAKUL : EXPECTATIONS OF MEDIA PROFESSIONALS, POLITICIANS AND UNIVERSITY PROFESSORS TOWARDS POLITICAL NEWS ON TELEVISION. THESIS ADVISOR : ASSO. PROF. JOOMPOL RODCUMDEE.
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The objectives of this research were to know the factor affecting the process of political news production and to study the expectations of media professionals, politicians and university professors towards political news on television. An evaluation of the expectation was conducted within the conceptual framework of the principles of media performance. The data was gathered by depth interview method.

The results indicate that the production process of political news on television composed of 3 significant factors : 1. ownership structure, 2. control structure, 3. production structure.

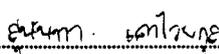
For the expectation towards content and presentation format, the characteristics of political news on television should be 1. freely presented under media ethics, 2. in depth coverage, 3. benefit for the audiences. However, media freedom is the highest requirement by media professionals while the politicians and university professors' perspective focus on information quality.

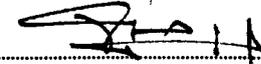
The political reporters' desirable characteristics should be 1. having basic knowledge in politics, 2. having adequate news background, 3. conform with good manner, 4. neutrality. Considering educational background of the political reporters, media professionals expected them to graduate in Political Science and Law, but the politicians and university professors prefer the reporters graduated in Journalism or Communication Arts.

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