

#C 852041 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD IMAGE / THE STOCK EXCHANGE OF THAILAND / NEWSPAPERS

WATSAMON SAOWAKHONSATHIEN : A COMPARATIVE STUDY ON THE STOCK EXCHANGE OF THAILAND'S IMAGE PRESENTATION IN NEWSPAPERS DURING CHUAN ADMINISTRATION AND BANHARN ADMINISTRATION. THESIS ADVISOR : ASSO.PROF.PARAMA SATAWEDIN Ph.D. 210 PP. ISBN 974 -636-635-1.

The main purpose of this study was to compare the image of The Stock Exchange of Thailand in Thai newspapers during Chuan administration and Banharn administration (September 22, 1922- November 25, 1966).

The study was done through the analysis of the content of 8 newspapers, i.e. : Thairath, Daily News, Siam Post, Matichon, Krungthep Thurakij, Phujadkarn Raiwan, Prachachart Thurakij and Tharn Settakij, with the total of 1,744 copies.

The study found that the image of The Stock Exchange of Thailand during the two administrations as presented most by newspapers was negative. The negative issues presented most were the social responsibility of The Stock Exchange of Thailand and its effect on economic system of the country, the inefficiency of administration and the image of the administrators. Meanwhile, the positive issues presented most were the increase in efficiency of administration and potentiality of organization in performance, human resources and technology.

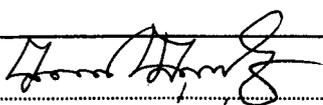
The image was mostly presented in the forms of news, analysis, article, report and interview respectively.

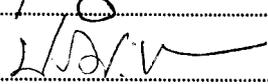
When the two periods were compared, the image of The Stock Exchange of Thailand during Chuan administration was presented in positive and negative directions equally while during Banharn administration it was presented in the negative direction more than the positive direction.

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ลายมือชื่ออาจารย์ที่ปรึกษา..... 

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม..... -