

C 850093 : MAJOR JOURNALISM

KEY WORD: SEX / VIOLENCE / NEWS / PHOTO

PIMPORN YINGYONG : A COMPARATIVE ANALYSIS OF NEWS AND PHOTO
COVERAGE ON SEX AND VIOLENCE IN FRONT-PAGE OF KAOSOD AND
MATHICHON. THESIS ADVISOR : ASSOC. PROF. PIRA CHIRASOPONE, Ph.D.
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The objective of this study are as follows : (1) To compare the number of sex and violence news and photo on the front page of Kaosod, a popular newspaper, and Mathichon, a quality newspaper; (2) To compare the language used by Kaosod and Mathichon in reporting sex and violence news; and (3) To study the policy that Kaosod and Mathichon used in selecting and editing news about sex and violence

The study found that Kaosod gives greater coverage to sex on its front page than Mathichon, with a monthly average of 3 items compared to an average of one in Mathichon. Moreover, Kaosod focuses on sexual deviance such as rapes, while Mathichon places great emphasis on children sexual abuse. On violence, the study found that Kaosod also features more news on violence than Mathichon, with a monthly average of 14 items compared of 6 items in Mathichon, most of which are about beating-up using weapons or other implements.

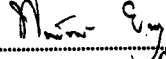
As for the language used in reporting sex and violence news , it was found that Kaosod trends to sensationalize the news reports to a greater extent than Mathichon.


The interviews with the respective editor-in-chief and the news editor of Kaosod and Mathichon yielded the findings that both newspapers use similar criteria in selecting and editing news. Namely, they give first priority to news that has a great impact on society. In editing the news reports, they are concerned about disclosing the victims details i.e. names, address, etc. in accordance with moral standards. Legally, they try to avoid libel and invasion of other people's privacy.

ภาควิชา.....วารสารสนเทศ.....

สาขาวิชา.....การหนังสือพิมพ์.....

ปีการศึกษา.....2539.....

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ลายมือชื่ออาจารย์ที่ปรึกษา..........

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....