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ROTSAWAN SUKSRI LERTVICHITHE COOPERATION OF JOURNALISTS
AND PUBLIC RELATION PRACTITIONERS IN THE REAL ESTATE
BUSINESS CRISIS) THESIS ADVISOR : ASSO.PROF DARUNEE
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THE OBJECTIVE OF THIS RESEARCH IS TO STUDY THE COOPERA-
TION OF JOURNALISTS AND PUBLIC RELATION PRACTITIONERS IN
CRISIS SITUATION. THE STUDY CASES ARE BASED ON INTRODUCED;
THEY ARE LAND AND HOUSE PUBLIC COMPANY, BANGKOK LAND PUBLIC
COMPANY AND SOMPASONG LAND PUBLIC COMPANY. DATA WAS ACQUIRED
THROUGH AS WELL AS AN-DEPTH-INTERVIEWS AND DOCUMENTS

THE RESEARCH FOUND OUT THAT THE PUBLIC RELATIONS PLANS
TO BUILD UP THE PROJECT'S IMAGE AND TO PROMOTE MARKETING AND
SALES. THE CORPORATE NAMES DURING A BRIEF OR EXTENDED PERIOD
OF TIME. HOWEVER, SUCCESS OF PR DEPENDS ON THE MEDIA PARTICU-
LARLY NEWSPAPERS WHICH CONVEY THE INTENDED MESSAGES TO THE
MASS READERS, AND WHILE THERE IS A TREMENDOUS FLOW OF PRESS
RELEASE INFORMATION EACH DAY, SPACE FOR INSERTION IS LIMITED.
SUCH PHENOMENON HAS DRIVEN PR PERSONNEL TO FIND WAYS AND TO
PROPOSE BENEFIT PACKAGE TO THE PRESS TO ACHIEVE THEIR GOALS.

THE KEY TO THE HANDLING OF MASS MEDIA IS BY PROVIDING
TRUE AND CORRECT INFORMATION ON A CONTINUOUS BASIS AND
SOMETIMES IN THE PERSUASIVE MANNER.

ภาควิชา.....วารสารสนเทศ.....

ลายมือชื่อนิติ.....

สาขาวิชา.....การหนังสือพิมพ์.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ปีการศึกษา.....2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....