

C 850085 : MAJOR

JOURNALISM

KEY WORD:

POSITIVE NEWS / NEGATIVE NEWS / READERS' PERCEPTION / PERSON IN THE NEWS

MALINEE SOMBHOPCHAROEN : THE PRESENTATION OF NEGATIVE AND POSITIVE NEWS AND READERS' PERCEPTION OF THE PERSON IN THE NEWS.

THESIS ADVISOR : DUANG-KAMOL CHARTPRASERT, Ph.D. 82 PP.

ISBN 974-636-036-1.

This study examines readers' perception of the person in the news after receiving conflicting information about that person through negative and positive news stories. Such conflicting presentations of people often found in typical inaccurate reporting followed by remedial reporting. Readers predisposition was also included in the study because it is expected to condition the effect of conflicting news.

In the first experiment, a group of 22 subjects read a negative news story about an unknown city inspector followed by a positive news story about that same person while the other group of the same size read two stories about the inspector in a different order. Attitudes towards the inspector were measured right after the readers had finished reading each story.

In the second experiment subjects were randomly divided into two groups. The first group read news stories about a popular actress while the second group read news stories about a less popular actress. The news stories about the two actresses were introduced as a manipulation of favorable and unfavorable predispositions of the readers. Each group read the negative story followed by the positive news story and their attitudes were measured in the same manner as in the first experiment.

Results indicate that remedial stories that follow the positive or negative stories can significantly change the readers perception of the city inspector in the news. However, the attitudes measured after reading the second news story differ significantly from the attitudes measured after reading the news of the same valence as the first news story.

In the second experiment, the compensatory effect is also found in both the favorable and unfavorable predisposition conditions. In both conditions the remedial news stories can restored the readers' attitude to the same level as the attitudes that were measured prior to exposing to the news.

ภาควิชา.....วารสารสนเทศ

สาขาวิชา.....การหนังสือพิมพ์

ปีการศึกษา.....2539

ลายมือชื่อนิสิต.....*Malinee Sombhopcharoen*

ลายมือชื่ออาจารย์ที่ปรึกษา.....*Duangkamol Chartprasert*

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....