

C750177 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD:

HERO IMAGE / DEVIANT / MASS MEDIA

ARAYA THWORNWANCHAI : HERO IMAGE OF THE DEVIANT IN MASS MEDIA :

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The research of this study purposes on the Hero Image of the Deviant in Mass Media is to study by presentation strategies in terms of content are the factors related to the presentation of two case studies, one by Nu Cheonyim, and the other by Suriyan Sakthisong. The study also focused on the purposes of senders in encoding of messages and the decoding of receivers, and how the various purposive receivers respond to the messages.

The study examined the strategies and procedures that appeared in the media content by means of content-opening, the conclusion of the presentation, the atmosphere, and of content proportion. The study revealed the benefits of the contents in two case studies. The presentation strategies used depends on the level of deviance. Four factors which influenced the presentation and content were the newsworthiness of deviance, present status of the above studies, the concept behind programmes and newspaper columns, and purpose of the broadcasting teams. For such a team, the encoding procedure was relied on purposes, and attitudes of the broadcasting team and the certain aspects of mass media production.

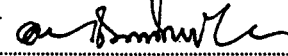
Such factors which influenced the selection of the material included in the consisted of the following level of deviance, competitiveness, attitudes of the broadcasting team and pressure from media organizations, not to mention society of large.

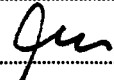
In addition, four groups of receivers including, students, teachers, monks, and correction officers were mainly able to decoded the message(s) in the way the broadcasters wanted. However, each group decoded the message(s) differently by attributing a connotative meaning to the intended message(s). The group of correction officers would decode the message in negative way, while the group of monks would decode the same message in positive way.

ภาควิชา..... การประชาสัมพันธ์

สาขาวิชา..... นิเทศศาสตร์พัฒนาการ

ปีการศึกษา..... 2539

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ลายมือชื่ออาจารย์ที่ปรึกษาร่วม..... 