

C850112

JOURNALISM

# #

KEY WORD:

MAJOR  
POLITICAL COVERAGE / THAI DAILY NEWSPAPERS / SENI PRAMOJ'S / THANIN  
GRIVICHIEU'S

SIRION HRIMPRANEE : A COMPARATIVE STUDY ON POLITICAL  
COVERAGE IN THAI DAILY NEWSPAPERS BETWEEN SENI PRAMOJ'S GOVERNMENT  
AND THANIN GRIVICHIEU'S GOVERNMENT ( 21 APR. 1976 - 20 OCT. 1977 ) THESIS  
ADVISOR: PROF. SUKANYA SUDBANTHAD, 210 pp.ISBN 974-635-558-9.

The objective of the study was to study Thai daily newspapers' political coverage between Seni Pramoj's government and Thanin Grivichien's government which were different in terms of utilizing political power. The political issues appeared in the newspapers were classified into political news and political points of presentation and their level of sensation. The political data was gathered from 266 issues of ThaiRath dated from April 20,1976 to October 20,1977.

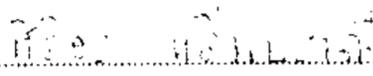
It was found that the newspapers during the two governments were different as regards to their perspectives mentioned. As for the number of the issues and their level of sensation, the newspapers under Seni Pramoj's government covered more issues and were more sensational than those under the rule of Mr. Thanin Grivichien. Regarding their way of presentation, the newspapers under Thanin Grivichien's government presented the issues less negative. There were comparatively fewer positive political issues.

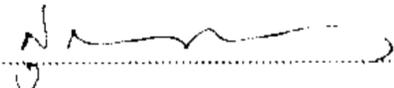
In conclusion, when the government was transformed from democracy to authoritarianism, newspapers could not present the political issues the way they used to. They had to adjust the way they presented the political issues to keep their status and to keep to the newspaper's circulation.

ภาควิชา.....วารสารสนเทศ.....

สาขาวิชา.....การหนังสือพิมพ์.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต..........

ลายมือชื่ออาจารย์ที่ปรึกษา..........

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....