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CHUTIMA SUNCHAROEN : AN ANALYSIS OF POLICY , CONTENT AND READERSHIP OF KRUNGTHEPTHURAKIJ NEWSPAPER'S SPECIAL SECTION

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The research is aimed to analyse the policy, content and readership of Krungthepthurakij Newspaper's special section "Judprakai".

The study focuses two kinds of correlation. The first part is the correlations between opinion of Judprakai's editorial staffs on the content and the content, and between the readers' opinion and the content, and between editorial staffs' opinion and the readers' opinion (on the content). The second is the correlations between the editorial staffs' opinion and the content presentation, between the readers' opinion and the content presentation, and between the editorial staffs' opinion and the readers' opinion (on the content presentation).

For the first part, the research reveals that there is less correlation between the opinion of the editorial staffs and the content ($\rho = 0.327$). It shows that there is the correlation between the readers' opinion and the content ($\rho = 0.490$). The ratio suggests that almost half of the content is in accordance with the readers' opinion. It's found that there is fairly high correlation between the editorial staffs' opinion and the readers' opinion on the content ($\rho = 0.587$).

For the second part, the study suggests that there is correlation between the editorial staffs' opinion and the content presentation ($\rho = 0.400$). The study shows the same ratio in the correlation between the readers' opinion and the content presentation. Remarkably, there is a hundred - percent correlation between the editorial staffs' opinion and the readers' opinion on the content presentation ($\rho = 1$).

In conclusion, The research is partly in accordance with the hypothesis.

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