

## C850674 : MAJOR MASS COMMUNICATION

KEY WORD: INFORMATION DIFFUSION / WORLD WIDE WEB / THAI MEDIA

SUJIKHA DOUNGMANEE: INFORMATION DIFFUSION OF THE THAI MEDIA THROUGH THE WORLD WIDE WEB. THESIS ADVISOR : ASSO. PROF. ANNOPE DHIENTHAWORN, M.Ed. , 128pp. ISBN974-635-855-3

The objectives of this research were threefold: (1);to study how different Thai media used WWW as their diffusion channel.(2);to analyze patterns of information presentation in the WWW by Thai media.(3);to study the trend of the using this technology.

Results demonstrated that Thai media used the WWW as a new transmission media improving their images. Furthermore, this technology was also an alternative to increase opportunity of being worldwide service organization for them. This was because the WWW had capability to send many patterns of data with a very high speed. Moreover, when compared to other kinds of media, the WWW was able to transmit data to a wider area with a lower cost.

Regarding Thai media presentation in the WWW, there were differences in information and designs from one to another due to their organizational objectives. Nevertheless, there were some common characters in their presentation. Most of the media used simple layout which contained only text and graphics, while magazine and television applied audio and animation transmission technique to their WWW page.

Most Thai media used WWW as their diffusion channel and always followed up with new technology. However, they still took their customers' needs as a main concern for their services.

ภาควิชา การสื่อสารมวลชน

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