

GC851063 : MAJOR MASS COMMUNICATION
KEY WORD:

AUDIENCE / WASTE POWER PLANT / RISK COMMUNICATION

PATCHARAMANEE YENMUNKONG : RISK COMMUNICATION OF AUDIENCES IN WASTE

POWER PLANT PROJECT SELECTED SITES, CHIANGMAI PROVINCE. THESIS ADVISOR :

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The objectives of this research are twofold : (1) To analyse risk communication process which consists of audience, source, and message (2) To analyse the use of messages on risk management of audiences. Data was acquired through the exploratory research in waste power plant selected sites and the content analysis during February 1995 - December 1996 undertaken within the concept framework of risk communication, social movements and the relevant research.

Results demonstrate as follows : (1) The audiences have a selective exposure in conformity with their interest from key Informants rather than other sources owing to geographical familiarity and mutual participation on event. (2) Most audiences disagree with waste power plant project and are unable to change their risk perception inspite of receiving information increasingly. (3) In the contrary, key informants, mass media, and the opposition (Except Provincial Electricity Authority source) have changed their attitude on this project from compromise to adverse protestation. (3) Most audiences have a pattern in seeking knowledge and information concerning the project for their consideration and using persuasion and bargaining strategies under the social movements as preference in risk management in lieu of coercion.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

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