

C750144 : MAJOR JOURNALISM

KEY WORD : ATTITUDES/MONKS/BUDDHIST NEWS PRESENTATION/MEDIA

SUTAT CHOTKRATHOKE : THE ATTITUDES OF THE BANGKOK MONKS TOWARD MEDIA'S BUDDHIST NEWS PRESENTATION : THESIS ADVISOR: DR.SATIEN CHEYPRATUB. 163 pp. ISBN 974-635-030-1.

The objective of this research was to study the attitudes of the Bangkok monks toward media's role, influence and responsibility in presenting general and negative news on Buddhism among the monks with different media exposure and the monks with different demographics. The subjects of this research were 250 monks randomly selected from temples in Bangkok. The survey research questionnaires were used to gather data. Percentage, mean and one-way analysis of variance were employed in data analysis process.

The results of the study showed that-

1. The monks with different Pali education and had different attitude toward the role of the mass media in presenting general news on Buddhism.
2. The monks with different ages and Pali education had different attitudes toward the influence of the mass media in presenting negative news on Buddhism.
3. The monks with different Pali education had different attitudes toward the responsibility of the mass media in presenting negative news on Buddhism.
4. The monks with different media exposure did not have different attitudes toward the mass media's role, influence and responsibility in presenting general and negative news on Buddhism.

In addition, most monks viewed that the mass media had significant role in presenting general news on Buddhism, but had moderate influence and responsibility in presenting negative news on Buddhism

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