

พิมพ์ต้นฉบับบทความวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

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PRAPOJ NA BANGCHANG : FACTORS RELATED TO THE GROWTH OF SPORTS
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The first objective of this qualitative study is to study the growing pattern of the four-specific sport daily newspaper (Siam Sport, Star Soccer, Siam Boxing, Sport Pool) printed by the Siam Sport Syndicate Public, Co., Ltd. The second objective is to study the supportive and obstructive factors that related to the growth. The methodology used in this study included total observation, depth interview and documentary research.

Result of the study shows that, the sport daily newspapers has the specific growing pattern based on the previous specific sport magazine. After the first sports daily newspaper (Siam Sport) which reported all kinds of sport news, became popular, 3 more specific sport newspapers under 3 headings have been launched.

The main factors that support their growth, can be indentified as follow.

Factors related to News-Sender are capital, executive, human resource and news. Factors related to News-Receiver are attitude, value and Social of the receivers which have changed a lot; they become more interested in absorbing the sport news. The other surrounding factors which support the growth is the international sport game. In addition, economic factors are sometimes both supportive and obstructive toward the growth but they cause only a minor affect.

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