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WASINEE KOWRAPAPONG : DISCREPANCY BETWEEN MEDIA CONTENT AND PRESS RELEASE AS RELATED TO THE IMAGE OF BANK OF ASIA. THESIS ADVISOR : ASSIST. PROF. JARANAI GLAEGOSOL, 205 pp. ISBN 974-635-457-4.

The main purpose of the research is to find and measure publicity discrepancies, comparing the message from Bank of Asia PR releases and the message publicized by the media, and comparing messages publicized by the media based on information from other media sources. The media interpretation of both types of messages may affect the image of the organization.

The research studied both the organization PR publicity from 1993 and 1994 and the resulting message as it appeared in three different types of newspaper publications - quality, sensational and business newspapers issued nationwide as well as financial magazines. The "content analysis" technique was utilized.

The results of the research indicate that there is a discrepancy between organization publicity and media publicity, both in terms of message quantity and number of feature details. In most of the content published, an average 53.4% of the message quantity was published; whereas in terms of number of feature items, an average of 44.3% were published.

Generally, in terms of PR publicity by "feature items" for news and article, it could be said that there is no remarkable discrepancy between organization publicity and media publicity except for some items. No negative trends were detected from the resulting media publicity. In terms of considering media's interpretation of publicity, it mostly concurred with PR publicity, trending toward a neutral image.

In conclusion, it could be said that the image of the Bank of Asia as appearing in the 10 newspapers and 2 magazines studied, ranged from the highest percentage of publications presenting a neutral public image, followed by positive images and then by negative images.

ภาควิชา.....การสื่อสารมวลชน.....

สาขาวิชา.....การสื่อสารมวลชน.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิสิต.....วศินี.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....1๖๐.....

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