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SUPANNA ANANTARURDEE : ANALYSIS OF THE UTILIZATION OF PSEUDO-EVENTS IN THE NEWS ON MICHAEL JACKSON CONCERT IN THAILAND 1993 AS APPEARED IN NEWSPAPERS. THESIS ADVISOR : ASST. PROF. GRIRGGIAT PUNPIPUTT. 128 pp. ISBN 974-633-320-8

The objectives of this analysis are to investigate patterns and contents of the news of both quality and popular newspapers, and analyze the methods how they present the pseudo-events. Data collection was carried out through content analysis including interviews of people involved in the news reporter. Besides, this study divides into 3 parts; the pre-event periods, the performance periods and the post-event periods.

The results are as follows:-

The most frequent patterns utilized all of the period studies are front pages as well as photographs. Quality newspapers present 55% of front pages and 22% of photographs while popular newspapers present 38% and 33% respectively. For the contents, there are 12 subjects of news issues manipulated into pseudo-events namely the importance of the concert, tickets, concert location, the importance of the singer, the conflicts, the matters of security, weather, the postponement of the concert, the accusation of child abuse, the success of the concert and children charities concerned. However, it is found that the "Conflict" issue is mostly utilized by quality newspapers, meanwhile the "Importance of the Singer" is significantly presented by popular newspapers instead.

The emphasis is also on their presentation of pseudo-event concerning wordings of headlines and photography on front page. The size of pictures is often used to imply news value and to attract readers' attention. Long and medium shot pictures are mostly presented in the newspapers to approach the news readers as the observers or the participants in those events.

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