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KEY WORD: TELECOMMUNICATION VIA SATELLITE SERVICES

WALAIPORN LAISAPASIRI : TELECOMMUNICATION VIA SATELLITE OPERATED BY
THE COMMUNICATIONS AUTHORITY OF THAILAND: SERVICES RENDERED TO
MASS MEDIA IN FACILITATING THE FLOWS OF INFORMATION IN 1989-1991.
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The objectives of this research are to understand the characteristics and patterns of telecommunication via satellite services operated by the Communications Authority of Thailand including the management process of rendering services to mass media in facilitating the flows of information in 1989-1991. The concepts of "services" and "telecommunication via satellite system" are used as the theoretical framework to analyse the problems. The outcomes of this research are summarized as follows:

The results of the study are:

The Communications Authority of Thailand has its responsibility as a transmission Telecommunication via satellite service unit for mass media in facilitating the flows of information. Services rendered can be classified into two categories. They are 1) as a channel in one-way link communication and 2) as a circuits in full two-way link communication. The traffic of the first one, has been using by mass media more than the second one.

The management process of rendering services have no need to concern in the aspect of the marketing competition. According to that the major service is emphasized on providing the full potential equipment of the modern high-technology rather than interacting to the real needs of the service users.