

C350503 : MAJOR MASS COMMUNICATION

KEY WORD: DEMOCRACY/DICTATORSHIP/IDEOLOGIES POLITICAL/RADIO PROGRAMMING/
CONSTITUTIONAL MONARCHY

SASI SETACHANDHANA : THE DISSEMINATION OF DEMOCRACY THROUGH RADIO
PROGRAM OF NAI MAN-NAI KONG'S CONVERSATION IN 1941-1943. THESIS
ADVISOR: ASSO.PROF.JGOMPOL RODCUMDEE. 442 PP. ISBN 974-583-396-7

This thesis has two objectives, to study ideas in the propagation of democratic principles by Field Marshal P. Pibulsonggram, and the study content, form, and method of presentation of the conversation between Nai Man Chuchart and Nai Khong Rakthai, during 1941-1943, by means of qualitative research methodology, using ideological principles, negotiating skills, hypodermic needle theory - a one-way communication technique, structuralism and semiology as the frame of thought and analysis.

The research has found that Field Marshal P. Pibulsonggram resorts to "nationalism" in his administration, with three ideological aims, national independence for the country, free from colonial rules and influences, national sovereignty, with state authority strongly imposed for security and safety, and the sense of nationhood, with the creation of Thainess among the Thai people, the attachment to the land, the nation and strong unity in the country.

Moreover, the content, the program format and the presentation techniques are found that they are produced in the follow manner; first Phrarachdhamnites recieved a "yellow letter" from Field Marshal P. Pibulsonggram, and then he wrote a script for Nai Man-Nai Kong to present in the program.