

SUTHATIP MORALAI : STYLE OF JOURNALISTIC WRITING: THE STUDY  
OF EDITORS' EDITING. THESIS ADVISOR: PROF. SUKANYA SUDBANTHAD.  
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The objective of this thesis is to discover the criteria which the editors use in their copy editing work.

It is found that besides the common process of checking and evaluating the language and style usage, together with examining typographic and ethic functions, there are some prominent factors which influence the editors.

These are magazine factor, copy editor factor and writing factor. The magazine factor includes readership, finance, advertisement, time, and space. The copy editor factor includes his/her own background and his/her subjectiveness. The writing factor includes the art of writing, the type of writing, and the writer. In the process of journalistic judgement, these 3 factors interact and interrelate among each other.