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NATHA RATANAKANOKPORN : THE PRODUCTION OF AGRICULTURAL PERIODICALS
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The objectives of this research are to study the production sources for agricultural periodicals in Thailand, their publishing objectives, types of periodical, frequencies, contents, target audiences and distribution methods. The publishing processes, problems and recommendations of the agricultural periodicals production are also analysed.

Findings are that most of the agricultural periodicals in Thailand are produced by the government agencies. The main publishing objective is to disseminate scientific information to researchers and scientists. It is also found that most of the periodicals published are scholarly journals; the main subject matter is animal sciences and most periodicals are distributed free of charge.

The main problem of the agricultural periodicals production is lack of sufficient articles to be published in time. It is recommended that the editorial board should acquire articles from different sources and have them in hand. In order to encourage more inputs, honorarium should be provided to authors. It is also suggested that journal manuscripts be reviewed by subject specialists and should have good collaboration between the reviewers and authors. The articles published should emphasize on practical technology that can help solve the problems of the farmers.