PAKAKUL SIRIPAYAK : THE USES OF MASS MEDIA BY POLITICAL PARTIES IN BANGKOK GOVERNOR ELECTION.   THESIS ADVISOR : ASSO. PROF. RAWEWAN PRAKOBPOL, Ph.D. 235 PP.   ISBN 974-582-727-4

This investigative research is designed to understand the use of mass media by the political parties in the Bangkok Governor Election on January 7, 1990 through an analysis of policies, formats and operation, as well as to understand the obstacles in utilizing the mass media. Data are collected through an interview with persons involed in the public relation plan of four rival political parties, from information and advertising made by the political parties through major public media, which is television and newspaper, from the close observation to the election, and from other information studied from related documents.

From the research, it is found that mass media was the main focus of all four political parties. Each party took a serious mass media planning which was a major policy of the political campaign. Mass media format and operation has yet deyeloped in the election, Howeyer, obstacles to uses of mass media in the election still existed, They were individual ability of each party to utilize the mass media, which are dependent on budget, teamwork, production skill in the area of public relation, and relationship between politicians and media manager, including news censure or discrimination against some news or some political parties. Nevertheless, mass media has virtually captured great attention from the government in this election. It is evident that television has been more liberalized. Moreover, public media is gaining its footstep in the political arena. Format and technique development in communication has been carried out to give the election news and information in details to suit the requirements of the political parties, who employed the mass media, including those of the consumers and to keep the mass media business going.