

C450267 : MAJOR MASS COMMUNICATION

KEYWORD:

THE VOICE OF FREE ASIA / RADIO STATION / DEVELOPMENT
THANAPAN VONGPRASERT : THE DEVELOPMENT OF THE VOICE OF FREE ASIA.
THESIS ADVISOR : ASSO. PROF. RAWEEWAN PRAKOBPHON, Ph.D. 130 pp.
ISBN 974-582-627-8

This research has the objectives to study the history and development of the Voice of Free Asia radio station on both its structure and function, as well as to study the factors that effects the characteristic of operation, content of the programme, including the changer and trend of the Voice of Free Asia.

According to the research's result, the Voice of Free Asia was founded because of the political situation which was called " Cold War " to be the voice of the Thai government against communism and to spread the democracy. After the ending of the Cold War which also released the tension between Thai government and Indo - China countries, the importance of the Voice of Free Asia still went on in order to respond to the foreign policies of Thai government especially these which promote the relationship between Thailand and South-East Asia countries.

As the international radio broadcasting station of Thai government under Information Department , Foreign Affairs Ministry, the functions of the Voice of Free Asia has been increased apart from being the government's medium to give information, to persuade and to make image, its functions are to act as public diplomacy, mirror of society, educator, support international relationship, to represent of the Thai government, to coorelate Thai people, as well as to give cooperation.

By content analysis of the Voice of Free Asia news programme, it is found that political news was the most important issue in the past. Bur now the most important news has changed to be international relationship, followed by economics and politic. There are four factors that affect the characteristic of operation and content presentation. They are the operational system of the organization, change of international political situation, foreign policies of the Thai government and target listeners. The trends of the Voice of Free Asia in the future mainly depend on the improvement plans of the radio station itself.