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SIRINART PHICHIEENSOONTHON : AN ANALYSIS OF PETROLEUM INFORMATION
SOURCES FOR MASS MEDIA. THESIS ADVISOR : ASSO.PROF. SIRICHAIR SIRIKAYA,
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The research aims at analysing the mass media's sources of petroleum information to understand their role as informants. The organization structure, communications management and document distribution of sources are studied based on theories of mass communications, organization, gatekeeping, agenda setting, information management, source reliability and news value leading up to the arguments. The research findings are as follow.

Information sources are interrelated with internal and outside environment factors. Communications management is therefore targeted at government and mass media coordination, which are the main sectors associated with the petroleum business. Another function is information distribution to the public, a standard business practice, by specific media of sources and through mass media. Although sources are sometime unidentified, their relationship with the mass media is reflected.

In conclusion, sources have clear objectives in presenting information and utilizing media. For instance, to create the image of technology leader or social contributor, or even the survival of the organization, which is the underlying target of general mass communication objectives. The latter requires planning and presentation that is systematic and properly relates to business strategies.