

##. C350451 : MAJOR MASS COMMUNICATION

KEY WORD: IMPROVISED NEWS/OIL SITUATION

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SITUATION IN THAILAND 1988 - 1992 THESIS ADVISER : ASSO. PROF.
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The objective of this research is to create understanding of the presentation procedure of "improvised news" on the oil situation in Thailand, writers' methods of citing sources of "improvised news", and factors which determine writers' selection of news on the oil situation for publication. The researcher has conducted a study and analysis of data from documents and individual interview.

This study employed qualitative research guidelines for analysis texts of "improvised news" on the oil situation carried by Thai Rath and Daily News newspapers and data obtained from interviews with writers and sources of news that use this type of communication channel. The rumour concept of Tamotsu Shibutani, Agenda - Setting Theory and Semiology Theory were used as an approach to research problems.

It can be summarized from the study that writers took the following steps to present "improvised news" on the oil situation. They discussed news issues which are of public interest and made a review of them, checking facts from reliable news sources. In some cases where there was no evidence for some news, writers teased some information into the substance of the article to incite the persons concerned to respond by providing additional information on the subject. Sometimes, speculative news was written in order to create a general belief which could serve as a selling point for the newspaper. Writers attempted to study the data, using their own skill and discretion in decision-making, making their own choice to write about, thus rendering their work as independent.

Any references to sources of "improvised news" made by writers were institutional and not individual, and these news sources were always kept secret.

Factors influencing the selection of contents presented as "improvised news" on the oil situation include the following: news items affecting the general public or deemed to be in the public interest, the discretion of the writers and the important factor of time limitation. Selection of news content also depended on the sole discretion of writers as well as on the prevalent policies of the newspaper at that time.

It was concluded that "improvised news" is a product of communication networks. Conveyors of communications can be divided into news sources, writers and readers. Hence writers serve as an important mediator before the information is presented to the public. Information received from each conveyor therefore contains elements of interpretation mixed with the opinions based on their individual frame of reference. From the above conclusion, it may be said that "improvised news" on the oil situation in Thailand were only "rumour".