

PHORNPIM PHORNPRAPHA : PROFESSIONALISM OF THE PRESS. THESIS ADVISOR:
PROF. TIN PRACHYAPRUIT, Ph.D. 475 pp. ISBN 974-583-194-8

The works of G. Ritzer and H.M. Trice and T. Prachyapruit serve as a basis for the research hypothesis that socioeconomic characteristics of the press professionals and of the press instructors are related to professionalism both in terms of micro and macro perspectives.

By utilizing the data drawn from 500 press professionals, press instructor, and readers (approximately 90.9%) out of a total of 550 and by using frequency, statistical cross-tabulation, the chi square test, it is found that some socioeconomic-characteristics variables of the aforementioned persons can relatively be used as an explanation of their professionalism.

The research findings also reflect the fact that the press professionals and the press instructors are still young and well educated. That is so say, professionalism and ethics are in the good hands of these two groups. From a holistic perspective, these two groups possess a low level of professionalism, however. With regards to ethics, the press instructors are better off. These two findings should be a matter of concern for these two groups both in terms their realization of the importance of professionalism and ethics alongside with the pressure from the publics and readers. In the end the researcher calls for a replication of this study; the result of which can be used as a guideline for practical purposes within the context and content of professionalism and ethics in the years to come.