

## C350274 : MAJOR MASS COMMUNICATION

KEY WORD: LOCAL NEWS PROGRAMMING/TVT. CHANNEL 12 SURAT THANI/PROGRAMME  
STRUCTURE/PROGRAMME CONTENT/LOCAL NEWS PROCESS/FACTOR EFFECT/  
VIRIYA GLINSOWACON : AN ANALYSIS OF LOCAL TELEVISION PROGRAMMING:  
THE CASE OF TELEVISION THAILAND CHANNEL 12 SURAT THANI.  
THESIS ADVISOR : ASSIS. PROF. KWANRUEN KITIWAT. 115 pp.  
ISBN 974-582-411-9

The purpose of this research is to analyze "Southern local News" programme content, Television Thailand Channel 12. Surat thani province, by studying news scripts and programmes broadcasted between December 1, 1991 and January 28, 1992. Participant observation in the television station was another method of research.

Research results indicated that programmes' content structure comprised of news content, public service sports and miscellaneous items. News content attribute is to report activities or job performance of Government bodies, emphasising on image making of the bodies' heads, the persons in the news were more important than the news event. Public service spot comprised of cooperation, warning, persuasive and general announcement which not specifically produced for southern audience. The miscellaneous items was the political knowledge, which slightly occurred. The news production procedure was divided into three parts : pre-production, production and post-production processes. In the production procedure, the news department taking direct responsibility. News production attitudes emphasised on Governmental mass media organization policy, developing mutual understanding between the Government and people. Internal factors significantly affected the attitudes of the news department. The network television programme was the external factor that obviously effected the rating of "Southern local news" programme.

In conclusion, "Southern local news" programme which produced by local station, presented the content of information, according to the producer organizational policy more than to serve local audience. Therefore, general content was about governmental and general topics of national level not only those of southern local level.