

LUCKSANA KLAIKAO : A STUDY OF RADIO NEWS PRESENTATION ON POLITICAL CONFLICT IN MAY 1992 : CASE STUDIES OF RADIO THAILAND AND INN NEWS.

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The objectives of this research are;

1. To study the news presentation of the political conflict in May 1992 by Radio Thailand and INN News.
2. To study the conditions influencing the decision making on news selection and presentation during the May political crisis.

The theoretical framework of the study is based on the normative theory of media performance and the role of the media in resolving conflict in a developing social democracy such as Thailand.

The analysis of the news presentation by Radio Thailand and INN news during 4-11 and 17-21 May 1992 and the interviews of news editors and reporters showed that;

1. The structure of Radio Thailand's news presentation adhered strictly to the existing pattern, that is, presenting news supportive to the official position. Although there was no directive from the government on how to present the news Radio Thailand strongly censored its news presentation on the May crisis. This is due mainly to the policy governing the organization and the routine of the production process.
2. The structure of INN News news presentation adhered to the professional principles of news - that is on objectivity and balance. These were demonstrated in the balance of news source and duration. However, there is major constraint to the level of professionalism of INN news. The news agency must negotiate with its legal owner, the First Royal Infantry Division, which imposed certain limits to how the news should be presented.
3. Both Radio Thailand and INN news deviated from the principles of media professionalism in their efforts to help resolve the political conflict. But the two news agencies were unsuccessful as the confrontation escalated into full scale military crack down.