

C450100 : MAJOR JOURNALISM

KEY WORD: GOSSIP COLUMNS / THAI DAILY NEWSPAPERS

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ISBN 974-583-316-9

This study aims to study and compare the message content, the format, the writing style and the language using of gossip columns in Thai daily newspapers : Thai Rath, Daily News, Matichon, Siam Rath, Naew Na, Ban Muang, Dao Siam, Daily Mirror and Khao Sad during the period of 1 January 1992 to 31 December 1992. The methods of content analysis and quantitative research were used to analyze 389 samples of gossip columns of those 216 sampling.

The results of the study indicate that :

The message content tended to be personalism. The gossipees in the political gossip columns were mostly Thais, male and work in the government service. On the other hand the gossipees in the social ones were mostly Thais, female, and work in the government service. The content of gossip columns focus on occupational and on private affairs. Most of written news aim to inform except Thai Rath to ridicule and satire and Siam Rath to reprove;

The format of the political gossip columns is set on full-page, but the format of the other is a single-column set from top page to the bottom. There are regularly columnists who like to use an assumed name;

The writing styles of the political gossip columns were found having more emotional literary than the social gossip columns

The language usage found in the gossip columns were figure of speech, slangs, labeling, foreign language, modern literary, dialect, impolite words and Thai idioms.