

##C451084 : MAJOR DEVELOPMENT COMMUNICATION
KEYWORD: ROLE OF MEDIA / ANTI-VOTE SELLING

WANNA PONGTHINTHONGNGAM : THE ROLE OF MEDIA ON AN ANTI-VOTE SELLING
OF CONSTITUENCY 1 IN NAKHON SAWAN PROVINCE IN THE 13th SEPTEMBER,
1992 GENERAL ELECTION. THESIS ADVISOR : ASSOC. PROF. PATCHANEE
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The purpose of this research was to study the role of Media on Anti-vote selling of Constituency 1 in Nakhon Sawan Province in the 13th September, 1992 General Election. One hundred and forty voters were selected for the study. Data were collected by the process of interviewing and in-depth interviewing.

Findings showed that the role of media could educate and create understanding about anti-vote selling among voters but failed to persuade them against selling-vote. The anti-vote selling campaign was run for too short period of time that it failed to change attitude and behavior of voters. In this case, opinion leaders were the important factor. They were the most powerful group of people in the community to persuade people not to sell their votes. On the contrary, they were the supporters of vote selling themselves. Since most of them served as constituent for political parties, they, therefore, spent money and used their influences over voters. This patron-client relationship was still established in Thai culture. One-third of voters in constituency 1 in Nakhon Sawan Province admitted they sold their votes in the 13th September, 1992 General Election.