

#C350661 : MAJOR MASS COMMUNICATION

KEY WORD : MASS MEDIA/DAM/POSITIONING

YAWVADA TRISHNANANDA : THE POSITIONING OF MASS MEDIA ON HYDRO
POWER PLANT PROJECT OF THE ELECTRICITY GENERATING AUTHORITY OF
THAILAND ; A CASE STUDY OF NAMCHON KAENG KRUNG AND PAKMUN DAM
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The objective of this research was to study the position of mass media regarding hydro power plant projects under the Electricity Generating Authority of Thailand (EGAT). Discussions were based on three case studies of the EGAT's projects. Data were obtained primarily from content analyses of print media. They were then analysed using marketing concepts and agenda-setting theory.

Research findings suggest the following : (1) Mass media tended to emphasize issues that interested the public, using the conflict element as a main criterion. These issues were presented sensationally to satisfy all readers. (2) Conflicts regarding natural resource and environmental conservations are main selling points which were, again, presented sensationally to capture the attention of all sorts of audiences in the news market. (3) Mass media presented their opposition to the dam construction in various formats including articles, news stories, readers' letters, editorials, special news scoops and gossip columns.